Amusement TODAY
Your Amusement Industry NEWS Leader
TM & ©2014 Amusement Today, Inc.

INSIDE:

Singing Mushrooms return to Kings Dominion – PAGE 26

August 2014 | Vol. 18 • Issue 5 www.amusementtoday.com

No kidding here, these coasters deliver

Story Land turns 60, adds Roar-O-Saurus

STORY: *B. Derek Shaw*
bdshaw@amusementtoday.com

GLEN, N.H. — The legacy that Bob and Ruth Morrell created in 1954 continues today, entertaining young families and their children, while creating lasting memories. The 37-acre property, now run by Palace Entertainment (after the demise of son and daughter-in-law Stoney and Nancy); features 23 rides, five shows and multiple play areas. New for 2014, in conjunction with Story Land's 60th anniversary, is Roar-O-Saurus, a 40-foot Gravity Group LLC wooden roller coaster that opened on Memorial Day weekend.

Central to the Story Land experience are the classic children's fairy tale adventures that are found in the original section of the park. The inspiration came from a set of dolls given the elder Morrells when living in Europe in the early 1950's. The park opened as Story Town; however it was changed the next year due to Charlie Woods' Storytown park (now The Great Escape in Glens Falls, N.Y.), that had opened in 1953.

One of the favorite attractions with the smaller set is Cinderella's Tea Room, giving young Princesses the opportunity to have tea with her. "It's not ever overwhelming," said Jack Mahany, assistant general manager who started with the park in 1967. He continued, "They can touch Cinderella. It's special."

Story Land started adding rides in the early 1960s. They have three complete Chance Manufacturing train rides, along with a spare engine. The engines include: number 2 (from 1961), 4, 18 and 47. All three trains run on a circuit that has three train stations situated throughout the park. Other rides include the Polar Coaster (OD Hopkins, 1987); Dr. Geyser's Remarkable Raft

▸ See STORY LAND, page 4

To help celebrate Story Land's 60th anniversary, the park added this family wooden coaster from The Gravity Group. With a top speed of just 34 mph this ride is able to deliver the thrills and become a 'must do' with park guests. COURTESY STORY LAND

Six Flags Magic Mountain's new Bugs Bunny World children's area included this new Speedy Gonzales Hot Rod Racers kiddie coaster, supplied by Zamperla. COURTESY SFMM

Speedy Gonzales coaster revs up kids' area revamp at Six Flags Magic Mountain

STORY: *Dean Lamanna*
dlamanna@amusementtoday.com

VALENCIA, Calif. — Six Flags Magic Mountain (SFMM) officially launched its record-setting 19th roller coaster with the June 25 debut of Speedy Gonzales Hot Rod Racers, a new kiddie coaster that adds another highlight to the park's colorfully spruced up Bugs Bunny World children's section.

The adventure-themed coaster, with trains designed as race cars, carries riders around an undulating course to a checkered-flag finish line. It brings the total number of coasters in the kids' area to four — more than any other theme park in the U.S.

Also new at Bugs Bunny World is the Looney Tunes Kids Club show, which is staged at the Carrot Club Theater. Featuring Bugs Bunny himself as Club President, this audience participatory game show is designed to appeal to all ages.

"We are excited to showcase our newest coaster and newly revitalized children's area this year," said Bonnie Rabjohn, president of SFMM and Hurricane Harbor. "We're staying true to our thrill promise by adding yet another coaster to our collection — this time a fun adventure for our littlest thrillseekers. No doubt we

▸ See SFMM, page 4

NEWSPAPER
POSTMASTER: Dated material.
PLEASE RUSH!
Mailed Thursday, July 24, 2014

PRSRT STD
US POSTAGE
PAID
FT. WORTH TX
PERMIT # 2069

SUBSCRIBE TO AMUSEMENT TODAY
(817) 460-7220

2014 GOLDEN TICKET AWARDS | SEPTEMBER 5-7, 2014
REGISTRATION NOW OPEN AT GOLDENTICKETAWARDS.COM

NEWSTALK

EDITORIAL: *Gary Slade, gslade@amusementtoday.com*

What's old is also new

Slade

Disneyland has long been known for taking care of their historic and iconic attractions. The park's Matterhorn Bobsled and Big Thunder Mountain Railroad are but two of their most recent examples.

Now we've seen local neighbor Knott's Berry Farm do the same with its complete refurbishment of their two Bud Hurlbut attractions, Timber Mountain Log Ride last year and the Calico Mine Ride this year.

In all the cases mentioned above, guest response has been as popular, if not more, than if a major new attraction had been added. Last season, the gate increase at Knott's was near an all-time record. This gives proof to park leaders, and their marketing staffs, that the paying guest does indeed care about the history of their local park. The guest has his or her favorite "old time" attraction and they enjoy riding it even more when it has been refurbished to like new.

The refurb story doesn't stop there.

In Denver, Hyland Hills Water World this year is starting a two-year rehab of its two most popular attractions: The 1990-built The Lost River of the Pharaohs and the 1993-built Voyage to the Center of the Earth.

These two cutting edge family raft rides also include dark ride portions where the brilliant minds at R&R Creative Design added theming and Sally Corp. produced the animation that created two different and very unique storylines for riders floating by in their tubes.

The rides are getting updates to their theming and animation pieces as well as adding the latest technology related to sound and LED lighting. It's a great move by the park to take care of their classics.

Back at Cedar Fair, Kings Dominion is taking tips from the success its sister park Knott's has enjoyed, just in time for their 40th anniversary celebration.

Kings Dominion guests had repeatedly asked for the park to bring back the Singing Mushrooms that entertained guests during the early seasons and later became a local household name in after film *Rollercoaster*. So the park asked Garner Holt Productions, who Knott's had worked with on their two ride rehabs, to recreate the four singing mushrooms and one cigar-puffing frog playing a piano. The response from the guests has been so big, it's as if the Singing Mushrooms are now their own show and probably should be listed on the park's show schedule.

In addition, the park took one of its historic 1917 PTC carousel horses and made it a 40th Anniversary Celebration centerpiece with a custom-painting that reintroduced the horse as "Ruby." Ruby is now one of the most photographed horses on the carousel by guests.

Something old can be made new again, to the delight of your park guests.

CARTOON: *Bubba Flint*

I DIDN'T KNOW THEY FIXED THE CHURCH BELL?
THEY DIDN'T, IT'S CEDAR POINT RINGING THE BELL TO STOP THE DAY'S STOCK TRADING.
RING!! RING!!
Welcome to SANDUSKY
STOCKS
FUN!
AMUSEMENT TODAY

EDITORIAL: *Scott Rutherford, srutherford@amusementtoday.com*

Happy Birthday Kings Dominion!

Rutherford

While working on stories for this issue, I revisited one of my favorite theme parks: Kings Dominion. I've been visiting KD since it opened in 1975. I was just an awe-struck kid back then but I knew it was special. I'd already been to KD's predecessors and direct inspiration–Ohio's Coney Island and Kings Island. The basic layout was similar to KI, especially International Street, the fountain and, of course, the Eiffel Tower. But there was something else happening at KD ... something uniquely Virginian.

Over the years, as a lifelong airline employee who moved around constantly, I always made sure to include KD in my travels. I recall being delighted each time in what was happening at the park, even when Paramount stepped in (1993) and radically Hollywood-ized the place. Though they had the needed funds and did things the previous owners could never have afforded, they also began to eliminate certain aspects that made KD exceptional. All those new film-themed rides were a huge and profitable hit with guests, but I felt something was missing.

Once Cedar Fair acquired KD (2007), things started to change. Slowly, the park began to reacquire facets of its former identity. It has been an arduous but significant process.

When I went back this spring to cover the park's 40th Celebration, I was sincerely impressed. Cedar Fair had listened to what guests wanted and spent the time, money and effort not only to update various elements, but they also looked back at what made the park so special in the first place. They painted and spruced up virtually the entire property. And they brought back the Singing Mushrooms, the Floral Clock and Candy Apple Grove midway. These things may seem simple and insignificant to outsiders, but to longtime fans of the park, they mean the world. They've rekindled cherished memories and guests absolutely love it.

I'll bet there's a kid visiting the park today for the first time, just like I did forty summers ago. And I'll wager he'll be just as enchanted as I was.

Happy Birthday Kings Dominion! Here's to 40 more.

AMUSEMENT TODAY STAFF

Gary Slade, Founder
Publisher and Editor-in-Chief
gslade@amusementtoday.com

Stacey Childress / Childress Media
Web & Graphic Design
stacey@childress-media.com

John Robinson / W.H.R. Inc.
Daily E-mail Newsletter
johnwcrobinson@cinci.rr.com

Tim Baldwin
Editorial
tbaldwin@amusementtoday.com

Dean Lamanna
Editorial
dlamanna@amusementtoday.com

Pam Sherborne
Editorial
psherborne@amusementtoday.com

Scott Rutherford
Editorial
srutherford@amusementtoday.com

Jeffrey L. Seifert
Editorial / Special Projects
jseifert@amusementtoday.com

Sammy Piccola
Accounting / Circulation
(817) 460-7220
spiccola@amusementtoday.com

Sue Nichols
Advertising
(615) 662-0252
snichols@amusementtoday.com

Bubba Flint
Cartoonist
bflint@amusementtoday.com

Contributors: Dan Feicht, Don Gustafson, Andrew Mellor, Richard Munch, B. Derek Shaw, Janice Witherow

Amusement TODAY — Your Amusement Industry NEWS Leader

Deliveries
2012 E. Randol Mill Rd., Suite 203
Arlington, Texas 76011

Member of:
IAAPA, AIMS International, PAPA, NEAAPA, NJAA, OABA, WWA, TTIA, NAARSO and IISF

Subscription rates (U.S. & International) are: 1 year (14 issues) $50; 2 years (28 issues) $100; 3 years (42 issues) $150. Send check or money order (U.S. funds only, drawn on a U.S. bank) to Amusement Today, P.O. Box 5427, Arlington, Texas 76005-5427. Your cancelled check is your receipt. Please allow up to six weeks for your subscription request to be processed and the first issue mailed.

Amusement Today is an independent newspaper, published monthly by Amusement Today Inc., P.O. Box 5427, Arlington, Texas 76005. Presort Standard Postage (Permit No. 2069) pre-paid at Fort Worth, Texas. The entire contents of this newspaper and its related websites are copyrighted and trademarked by Amusement Today 2013, with all rights reserved.

POSTMASTER: Please send address changes to Amusement Today, P.O. Box 5427, Arlington, Texas 76005-5427.

2 MINUTE DRILL

COMPILED: *Janice Witherow*

Michael Schwitek — Frontier City Theme Park

A self-professed amusement park and roller coaster fan, Michael Schwitek is living out his dream working as operations manager for Frontier City Theme Park in Oklahoma City, Okla. Michael began his industry career as an operations supervisor with Cedar Fair, which then led to a full-time position at Alabama Adventure and eventually to Frontier City. When he is not working and partaking in his hobby of visiting amusement parks, Michael can be found creating videos, enjoying music and movies.

Schwitek

Title
Operations Manager.

Number of years in the industry
13.

Best thing about the industry
The uniqueness of each and every park around the world.

Favorite amusement ride
Skyrush at Hersheypark.

If I wasn't working in the amusement industry, I would be
In the performing arts.

Biggest challenge facing our industry
Keeping up with technology.

The thing I like most about amusement/water park season is
The smell of cotton candy, and roller coaster track grease!

Favorite flavor of ice cream
Cookies and Cream.

When I want to really chill out, I...
Get in my car and drive without a destination.

The celebrity I would most like to live next door to would have to be
Jim Carrey.

My Mom always told me
Save your money!

The first thing I do when I get home from work is
Hang out with my cats.

You live in Oklahoma. How many pair of cowboy boots do you own?
Zero! I'm originally from Illinois.

When I was 10 years old, I wanted to be
A singer

My all-time favorite country song is
Anything by Garth Brooks.

If I were to set a Guinness World Record, it would be for
Riding the most roller coasters in the world!

Dream vacation
An amusement park tour of Asia.

You are going to the moon. The three things you would take on the Space Shuttle are:
My iPod filled with all of my favorite music; pictures of my family and friends; and hot wings.

The errand I most dread to run
While not really an errand, I dread paying bills.

Take your pick – an afternoon at a winery or an evening at a brewery
Evening at a brewery.

The most underrated professional athlete is
Russell Westbrook of the Oklahoma Thunder!

Favorite rainy day activity
Playing Pokemon.

NFL season is upon us. Which team do you root for?
Chicago Bears.

The last item I purchased online was
A Season Pass for Silver Dollar City.

People usually say I remind them of
Weird Al Yankovic!

THIS MONTH IN HISTORY

Presented by the National Rollercoaster Museum

COMPILED: *Richard Munch*

•1891: The niece of the Postmaster General of the United States was injured on the **L.A. Thompson Scenic Railway** in Atlantic City, New Jersey on the evening of August 25. **Bessie Wanamaker** and several others were seriously injured when the gripman (driver) lost control of the brakes and the train derailed on a descent throwing passengers to the ground. Wanamaker's leg was broken, while other passengers received cuts, bruises and injuries to the face. An investigation attributed the accident to a broken bolt, and all recovered over the next few weeks.

•1916: Charles Looff purchased the land just south of the **Santa Monica Municipal Pier**, Santa Monica, California, and started construction of a new pier alongside it in 1916. The new pier was billed as the largest pleasure wharf of its kind in the United States and featured amusement rides that included the **Blue Streak Racer** roller coaster. The pier partially opened on August 6, with the new coaster which had been relocated from **Wonderland** in San Diego.

•1951: Kiddieland, a small amusement park for children opened in Thompson Park, in Amarillo, Texas, on August 12. **Paul and Alethea Roads** leased the property from the city, adding landscaping and three rides, including an **Allan Herschell Little Dipper** roller coaster, one of the first of its kind in the United States. With additional attractions, the park changed its name to **Wonderland Park** in 1969, in honor of Lewis Carroll's book, "Through the Looking Glass." Paul E. Roads passed away in 2003, and Roads' daughter **Paula** and husband **Paul Borchardt**, along with their daughter **Rebecca Parker,** now operate the only park in the Texas panhandle, with an assortment of steel coasters and major rides.

•1975: Self proclaimed coaster nut **Michael Boodley**, a 17 year old resident of Dutch Neck, New Jersey, set a new Guinness World Record for continuous roller coaster riding on August 14 at **Coney Island**, Brooklyn, New York. Riding for 36 hours and completing 1001 circuits on the **Cyclone**, his accomplishment would be met with amazement, as he began the marathon days earlier, only for it to be rained out. He started again, and would go on to complete the 606.67 mile trip in good shape. Boodley would eventually work in the amusement industry, consulting with some of the renowned coaster firms including **Philadelphia Toboggan Company, Morgan** and **Custom Coasters International**. In 1994, he formed **Great Coasters International** with **Clair Hain Jr.**, which today remains just one of only a handful of wooden coaster design firms in the world.

•1976: In response to the opening of **Great America** in Gurnee, Illinois in May, **Cedar Point** officials signed an agreement with the city of Battle Creek, Michigan on August 3, to purchase 760 acres of land for construction of its second amusement park. The land accord deal was signed with the understanding that a number of conditions would be resolved before the agreement would be finalized. President and CEO **Robert Munger Jr.** said the company liked the location between Chicago and Detroit, and expected the park might open by the summer of 1978. Cedar Point would eventually drop the project in April, 1977, much to the dismay of city officials who believed they had met all the criteria expected by Cedar Point. In June 2001, **Cedar Fair** (the parent company of Cedar Point) would purchase **Michigan's Adventure** from the **Roger Jourden** family, giving them a presence in Michigan, just three hours from both Chicago and Detroit.

AmusementTODAY
Your Amusement Industry NEWS Leader
P.O. Box 5427
Arlington, Texas 76005-5427
(817) 460-7220
Fax (817) 265-NEWS (6397)

Get a free QR Code scanner for your phone by visting www.mobiletag.com.

IAAPA
5-time Award Winner

facebook
Find us on Facebook
facebook.com/amusementtoday

twitter
Follow us on Twitter
twitter.com/amusementtoday

YouTube
Subscribe to our YouTube channel
youtube.com/amusementtoday

STORY LAND

Continued from page 1

Ride, (OD Hopkins, 1989); Turtle Twirl (Sellner, 1996); Flying Fish (Larson Flying Scooters 2005) and Farm Tractors (SBF, 2003).

The park has been catering to the pre-teen set for years and expanded their upper demographics with the introduction of Splash Battle: Pharaoh's Reign (300-foot long Preston & Barbieri compact water canyon ride) in 2011.

The park was searching for that new crown jewel. They contacted Gravity Group, who created the perfect addition to the northern perimeter of the property: Roar-O-Saurus. When asked how the manufacturer was selected, Dziedzic stated, "We got what best fit our spot." The short ride (32 seconds top of lift to brake run) is long on thrills with 12 moments of "air-time," during the 1,242-foot long coaster. Dziedzic (who grew up with Boulder Dash (GCI Lake Compounce, Bristol, Conn.) was responsible for tweaking the original layout. Instead of heading into the hillside, he suggested the ride be laid out the opposite way, so riders ascending the lift could view the spectacular White Mountain Range in the distance, prior to the first drop. The train is customized with "Rory," the little dinosaur with the big roar on the front.

During the July 4th weekend, Roar-O-Saurus was down a couple days, due to lightning striking the operator control box. Parts were quickly shipped in from Pennsylvania. "The roller coaster by far is the signature ride now," said General Manager Eric Dziedzic. When asked about how the ride fits into the overall make-up of Story Land, Dziedzic said, "There are people that go straight to the roller coaster, while others head to the story book area." Roar-O-Saurus is expanding the park's graphics; with nine out of 10 adults completely enjoying the ride. Dziedzic is also quick to mention Story Land's additional new assignment, "We are breeding roller coaster riders!"

The park does well in all aspects of the operation, including food and retail, that really add to their per caps. Story Land operates as a day park (9 a.m. – 6 p.m., which matches their demographics). By 6 p.m., many of their core visitors are tuckered out after a full day.

This season, Story Land has 59 foreign exchange students, augmenting the complement of 50 retirees who work there as well. In fact, one employee, Bob Grant, has been here for 50 years. He retired from head of operations and is now the parks groundskeeper during the summer season.

Founder Bob Morrell had this philosophy about who they hire as employees.

"We don't hire people and transform them into being nice. We hire nice people," said Mahaney, He also said that son Stoney always summed up the Story Land experience this way: "Our product is not one taken home in your pocket. It's taken home in your heart."

Dziedzic chimed in, "Our goal is to create memories."

Story Land's new Roar-O-Saurus may only stand in a 40 feet tall, but with 1,241 feet of tight compact track, it is still able to pack in a thrilling ride.
COURTESY STORY LAND

FAST FACTS

Name/Park
Roar-O-Saurus/
Story Land, Glen, N.H.

Type
Family wooden roller coaster

Opening
May 24, 2014

Height/Length/Speed
40 feet/1,241 feet/
34 mph

Number of Trains/ Cars per Train
1/6

Number of Passengers per Train
12

Designer/Manufacturer
The Gravity Group, LLC
Cincinnati, Ohio

Fallen tree halts Ninja coaster, causes minor injuries

VALENCIA, Calif. — A tree falling onto the track of the Ninja suspended coaster at Six Flags Magic Mountain on July 7 caused a train filled with passengers to stop abruptly and partially derail, leaving 22 riders stranded about 40 feet above the ground for several hours.

All passengers were safely evacuated, with four reportedly suffering minor injuries.

As *Amusement Today* went to press, the mishap was still under investigation by the California Division of Occupational Safety and Health. Two visitors who were on the ride when it struck the tree had filed suit against the park, seeking unspecified damages.

Ninja, which debuted in 1988 and reaches a top speed of 55 mph, was to remain closed pending thorough inspections of its track and the surrounding terrain.

—Dean Lamanna

SFMM

Continued from page 1

will be creating lots of magical memories at the 'Thrill Capital of the World.'"

The reopening of the refreshed Bugs Bunny World took place about two weeks after SFMM announced that its signature wooden coaster, Colossus, will be closing August 16. While speculation about what will become of the 1978-built ride has been rampant on the WorldWideWeb for months, and there have been suggestions within industry circles that a cutting-edge, world-class coaster is in the offing, park officials have not yet publicly released plans for the site.

SFMM is milking the suspense and nostalgia of the impending Colossus closure for all it's worth, even placing a replica of the Griswold family's station wagon from *National Lampoon's Vacation* at the entrance to the coaster. SFMM played a fictitious park called Walley World in the hit 1983 movie.

The entire Looney Tunes gang gathered at Six Flags Magic Mountain on June 25 to celebrate the grand reopening of the park's Bugs Bunny World children's area. The new highlight of the improved section is the Speedy Gonzales Hot Rod Racers kiddie coaster, the park's 19th roller coaster.
COURTESY SIX FLAGS MAGIC MOUNTAIN

FAST FACTS

Name/Park
Speedy Gonzales Hot Rod Racers/Six Flags Magic Mountain, Valencia, Calif.

Type
Steel kiddie roller coaster

Opening
June 25, 2014

Lift Height/Track Length/ Speed/Duration
20 feet/262.5 feet/
10 mph/25 seconds

Number of Trains/ Cars per Train
1/6

Number of Passengers per Train
12

Designer/Manufacturer
Zamperla, Inc.,
Boonton, N.J.

Holiday World invests $8 million in 2014; Chance Mayflower thrilling guests

STORY: *Tim Baldwin*
tbaldwin@amusementtoday.com

SANTA CLAUS, Ind. — While Holiday World & Splashin' Safari blogged their way through "66 Days at Sea," teasing fans about their 2015 announcement on July 24, the park was already enjoying major improvements, upgrades and new capital for the 2014 season.

Leading the pack is Mayflower, a Chance swinging ship ride nestled into the Thanksgiving section. "It was the fastest named ride ever at the park," laughs Park President Matt Eckert. Park officials share that such a ride has been suggested by many of their guests. Paula Werne, director of public relations, agrees. "We probably have about two thousand guests who think they named the ride," she chuckles.

Sharing the holiday section along with Turkey Whirl, Gobbler Getaway and the legendary award winning wooden coaster — The Voyage — Mayflower expands the section with another ride offering. Of note, the removal of the Pilgrim's Plunge splash ride will allow another sizable ride to bolster the area even further with their new-for-2015 ride announced on July 24.

The installation of the Mayflower was not just one placed on a concrete slab, but is adorned with a watery base, flowery landscaping, and a lighted medallion at the ride's top, designed by the park's Lauren Koch.

Other additions might not be quite so noticeable, but are vital to improving the guest experience. Working with PGAV Destinations out of St. Louis, the park has a new focus on enhanced theming. The first location to receive fresh touches is the Christmas section. Thematic elements are placed inside and out in the yuletide section. Mrs. Klaus' Kitchen is now expanded and decked out with huge gifts and sweets, providing a new home for visits with Santa. Previously, the sweet shop was underutilized according to management, and the thematic overhaul has integrated the re-envisioned facility into more of the traffic flow.

Holiday World added the Mayflower swinging ship ride from Chance Rides for 2014. It is nestled into the Thanksgiving section and features a custom designed medallion created by Lauren Koch that sits atop the ride's A frame support structure. AT/TIM BALDWIN

With a new emphasis on theming, the park felt it was time to add a new position on staff: director of theming. Eckert says, "Although we're known as Holiday World & Splashin' Safari now, we started off as Santa Claus Land when we opened back in 1946. As we move into our fourth generation of family ownership, it became very apparent to me that we needed to start adding more emphasis on theming. Enter Lauren Koch, one of our founder's great-grandchildren; Lauren has the education and natural talent to take us to the next level in theming. Lauren embraces this role and truly understands the magic that theming can add to our guests' visit."

"I love that when you see and walk into Mrs. Klaus' Kitchen, you get the undeniable and overwhelming feeling Christmas has arrived — it really is like stepping into Santa's workshop in Indiana," says Koch. "Our new theming details really help our guests leave reality behind and travel into our magical world of each holiday."

"PGAV is in tune with the story we want to tell," says Eckert. "They are very well known in our industry; we wanted a solid company that we could partner with and share our vision for growth. We have big plans and big dreams, and we chose PGAV to help us fine-tune our master plan into the future. The partnership has gone and continues to go very well." Eckert observes, "We are a unique park that offers a unique experience. PGAV Destinations 'gets' that."

PGAV also helped with additions in the Splashin' Safari water park as well. Wildebeestro is admittedly perhaps the most cleverly named eatery, capitalizing on the park's award winning Wildebeest water coaster, one of the most popular rides in the water park. This new "grab and go" food outlet offers a fresher fare that includes salads, fresh fruit, wrap sandwiches and more. With virtually no wait time for grilled or fried-type items, the new deli-style eatery can accommodate a healthy crowd of hungry guests with good throughput.

PGAV Destination of St. Louis assisted Holiday World and Splashin' Safari with many thematic improvements in 2014. Here in the water park are (above) a new "grab and go" food outlet in the Wildebeestro; top right, the new Safari Outpost gift shop and right, additional themed cabanas bring the park's total to 30. AT/TIM BALDWIN

Another addition is Safari Outpost, a new shop also in Splashin' Safari. Swimwear, sundries and souvenirs make it more of a one-stop shopping within the water park. Additional cabanas — and nice ones at that — have also helped Splashin' Safari now have more than 30 throughout the water park.

When asking Koch what she would like to accomplish in enhancing the thematic music at the park, she tells *AT*, "Before I started working on the music throughout our park, our soundscape included anything remotely related to the holiday. Our Christmas section seemed to have every single Christmas song that ever existed, as well as about 10 renditions of each of those songs. When I took a look at it, I wanted the music to be specific sounds of Christmas. There is so much Christmas music available, it's really easy to narrow it down to truly great and classic Christmas music. I took this approach with every holiday and customized the music so it had a specific sound and feel instead of such a wide range." She adds, "Of course, when it came to Splashin' Safari, I had to stay true to my father (the late Will Koch) and keep all of the Beach Boys and Beatles!"

With a thematic focus on Christmas this year, *Amusement Today* asked Koch if there is another holiday that she is eager to tackle, or if she wants to further develop the Christmas section. She reports, "Since Christmas is our anchor/original holiday, I would still like to continue to focus on Christmas. It has so much potential, and I really want our guests to have an overwhelming feeling that despite the fact that it's 95 degrees outside, this is Christmas Day. That's not to say that we won't focus on other holidays (keep an eye on Thanksgiving for 2015), but Christmas is my top priority for the next few years."

As park president, Eckert also adds, "I do plan for our theming efforts to grow each year. We not only want theming to enhance any new additions to the park, but we also want to go back and 'retrofit' things throughout Holiday World & Splashin' Safari to add that little extra touch. Often times, the small things make a big difference."

BIG STARTS HERE

Want big results? Look no further than IAAPA Attractions Expo 2014.

Whether you are investing in a new ride or simply searching for your next big idea, everything you need for your attraction is waiting for you in Orlando. IAAPA Attractions Expo delivers super-sized results for everyone — no matter the size of your facility or budget.

Go big in 2014 with IAAPA Attractions Expo.

REGISTER BY SEPTEMBER 23 AND SAVE 40%.

IAAPA Attractions Expo

IAAPA

CONFERENCE: NOV. 17–21, 2014 • TRADE SHOW: NOV. 18–21, 2014
ORANGE COUNTY CONVENTION CENTER • ORLANDO, FLORIDA USA

www.IAAPA.org/IAAPAAttractionsExpo

INTERNATIONAL

Waterpark planned for Ocean Park — See Page 8 / Legoland park planned for Japan — See Page 9

Alton Towers to add more on-site accommodations in 2015

STORY: *Andrew Mellor*
amellor@amusementtoday.com

STAFFORDSHIRE, U.K. — The U.K.'s Alton Towers Resort has secured planning permission to add further to its on-site accommodation offering.

Set to open in spring 2015, the new Enchanted Village will be built next to the resort's existing hotels and will incorporate 120 fairytale lodges and five unique luxury tree houses. It will be completely themed around a fairytale hideaway and located in woodland adjacent to the Alton Towers Hotel. Offering a distinctive short break for guests visiting the U.K.'s most visited theme park venue, the luxury tree houses will sleep groups of eight while the fairytale lodges will provide family accommodation sleeping five.

Children's play areas and a brand new themed restaurant featuring family entertainment will also form part of the overall project.

Commenting on the development, Alton Towers Resort development director Mark Kerrigan said: "We are delighted to have been given the go-ahead on the Alton Towers Enchanted Village. The new accommodation will further enhance our position as a short break destination and also provide significant opportunities for the local area. We have worked incredibly hard in recent years to grow tourism in Staffordshire and are extremely excited about bringing this new concept to life over the coming months."

The development represents a significant capital investment for the Alton Towers Resort, part of Merlin Entertainments plc, and work on the Enchanted Village will start later this year. It is anticipated the additional accommodation will result in over 30 new full time and almost 100 part time positions at the resort.

Among the new attractions at Alton Towers for 2014 is CBeebies Land, an interactive new land that inspires youngsters to learn through play. Based on the popular BBC TV channel and its array of characters and shows, the new area includes rides, immersive play areas, live experiences and entertainment,

See ALTON TOWERS, page 8

The new Enchanted Village at Alton Towers will offer guests, beginning in 2015, an alternative accommodation offering to the resort's existing hotel facilities.
COURTESY ALTON TOWERS RESORT

CBeebies Land opened this year at Alton Towers Resort and brings to life the characters and shows from the popular BBC TV children's channel.
COURTESY ALTON TOWERS RESORT

Picsolve launches interactive photo studio at Alton Towers new for 2014: CBeebies Land

LONDON, England — Picsolve, a leading image capture partner for the leisure and entertainment industry, has integrated its award-winning GSX photo solution as a core experience within the new CBeebies Land at Alton Towers Resort.

The CBeebies Photo Studio has a prominent position within the attraction to offer children an interactive experience that captures a unique photo memory of their time with some of their favorite TV characters. It has been launched to re-create the actual studios the children will be familiar with and includes a wide variety of engaging photo content from their much-loved CBeebies heroes.

Incorporating Picsolve's renowned green screen technology, the Photo Studio at Alton Towers Resort lets children feel as if they are immersed within the show by displaying them on-screen with the characters. The scenes are brought further to life with the clever use of props, such as the use of an oversized special delivery letter, to allow children to "help" Postman Pat.

Currently the Photo Studio provides the chance to capture a special memory with characters from six popular TV programs including Postman Pat, In the Night Garden, Something Special, Charlie & Lola, Mike the Knight and Mr. Bloom. Over a period of time Picsolve will work closely with Alton Towers Resort to monitor guest's feedback on their experience, with the opportunity for ongoing new product development in response to user demand.

See PICSOLVE, page 8

Alton Towers guests at Picsolve's Photo Studio have six scenes to choose from in the popular CBeebies TV program including Postman Pat, shown here.
COURTESY PICSOLVE

ITAL
International
LLC
Major, Family and Spectacular Rides
Swing Buggy
Check out the hundreds of new and used rides at www.italintl.com
Bertazzon: Park Model & One-Trailer Rides
Technical Park: Park Model & One-Trailer Rides
Ital International LLC | Phone: 615-383-3986 | Fax: 615-383-9244 | E-Mail: sales@italintl.com

Italy's Gardaland announces B&M coaster for 2015

VENETO, Italy — Gardaland officials have confirmed that construction has begun on the park's new-for-2015 attraction, a steel roller coaster supplied by Switzerland's Bolliger & Mabillard.

The as-yet-unnamed ride will highlight the Italian park's 40th anniversary next season and will be the largest investment in its entire history.

Gardaland and B&M collaborated in 2011 with the introduction of Raptor, a B&M Wing Coaster that continues to thrill park guests today.

Though full details have not been released, industry sources claim this new ride will be a custom-designed B&M Dive Coaster.

ALTON TOWERS

Continued from page 7

character appearances and is a fun, safe environment for preschoolers to play and learn.

The attraction will be updated with new content on an on-going basis, while a varied program of events will run alongside the main attractions ensuring that no two visits to CBeebies Land will be the same.

PICSOLVE

Continued from page 7

Picsolve's retail integration also enhances the guest experience by offering a seamless journey for them to access their images immediately at the end of the attraction. Visitors will have the opportunity to purchase a set of six images (one with each character) or pick their favorite and purchase one. Those who purchase photos will also be provided with a free download code to access their images through Picsolve's digital platform (web, mobile and app) and share with friends and family via social media!

Oliver Biddles, Picsolve Global Retail Marketing manager, commented: "Producing this project with the BBC Worldwide and Alton Towers Resort from concept to execution has been amazing. It has allowed us to be really creative with our customer journey whilst working with some of the strongest characters in the children's market today."

European Showmen's Union celebrates 60th anniversary

AMSTERDAM, The Netherlands — The European Showmen's Union (ESU) was founded in Amsterdam in 1954. It is the oldest European professional organization with more than 70,000 members in 24 national associations and provides as a non-governmental organization for decades a successful and recognized work for the benefit of the showmen profession and the fairgrounds in Europe.

In a recent press release, the ESU said:

"The ESU is fighting for its members and for the future of funfair equipment in Europe. Whether it is in talks with the European Parliament, the EU Commission or with politics and administration in the national states – the ESU representative support in countless appointments every day the interests of their colleagues. They make through their volunteer work an invaluable contribution to the development of the ESU.

"And so we can proudly look back on six decades of successful association work. Our association has grown together more and more in that time. The cooperation between the member associations was further expanded, true to the international showmen motto: Unity is strength. Through the friendly ties that maintain the European showmen for decades about the national boundaries, a connection has been created over the years. It is unparalleled in Europe. But we also know that the benefits of the ESU in the future can only be met if we all stand true to our membership in this strong international professional association. Only in the solidarity we can continue in the future to the current success.

"The executive committee of the European Showmen's Union thanks all members in the national federations, the function-makers, expert advisers, the European Showmen's Women Union and the European Showmen's Youth Union for their exemplary and hard work for the benefit of funfair equipment and fairgrounds in Europe."

Major water park development planned for Ocean Park

STORY: *Andrew Mellor*
amellor@amusementtoday.com

The new indoor/outdoor water park project at Ocean Park will overlook the Aberdeen Channel (above) in Hong Kong. It will be a spectacular development and will increase visitors' length of stay as well as creating a new all-year round second gate.
COURTESY OCEAN PARK

ABERDEEN, Hong Kong — Ocean Park's Tai Shue Wan (TSW) area, which was temporarily closed in January 2011 as part of the Hong Kong park's Master Redevelopment Plan, is to be redeveloped with a major water park attraction and other new facilities.

Currently the TSW area includes an entrance/exit building, aviary, Bird Paradise Pond, Flamingo Pond, Treasure Palace and the Middle Kingdom restaurant, although the TSW entrance has been closed since 2011 with the main entry to Ocean Park being through the new main entrance plaza at Wong Chuk Hang.

Having opened Aqua City and the Rainforest in 2011 and Thrill Mountain and Polar Adventure in 2012, the continued development of the park with this latest project will see the creation of a year-round waterpark which will operate as a second gate to the main theme park. Related retail, dining and associated facilities will also be added and the new area will draw visitation from both the local resident market and tourists. Long-term, there are also plans to incorporate two hotel developments.

The project will be a significant design statement for Hong Kong, featuring a translucent and sweeping roof, along with world class facilities and services. The development area is located to the south-western side of Brick Hill facing the Aberdeen Channel.

The state-of-the-art indoor/outdoor water park will have an instantaneous capacity of approximately 7,000 visitors and an estimated highest daily attendance of approximately 10,500 visitors. The all-season attraction, together with its retail, dining and entertainment areas, will allow year round visits to Ocean Park and will complement the existing park by adding to visitor numbers and increasing visitors' length of stay. The design will focus on providing a multitude of activities and fun for all ages.

The project area, of approximately 6.63 ha (16.3 acres), is expected to comprise of a series of platforms matching with the natural topography of TSW and will not involve any marine works. It will incorporate both indoor and outdoor zones with the former featuring attractions such as a wave pool, lazy river, play structure, water slides, surf-rider, various pools and F&B facilities. The outdoor area will feature a wave pool, lazy river, water slides, ride platforms, various pools, sea turtle exhibit and some small-scale F&B facilities.

The new water park is scheduled to open in 2017.

Merlin announces new Legoland park for Japan

STORY: *Andrew Mellor*
amellor@amusementtoday.com

POOLE, England — Merlin Entertainments plc has announced that it will open its first Legoland park in Japan in 2017 in the city of Nagoya.

The new park will be built at a cost of approximately ¥32 billion (U.S. $313 million) in total and will add to Merlin's existing portfolio of six Legoland parks in five countries. It will be opened under Merlin's "operated and leased" model, with the infrastructure of the park being funded by a third party.

Merlin will directly invest approximately ¥9.2 billion (U.S. $90 million) in the park over the next three years and lease the balance of the assets from a company owned by KIRKBI Invest A/S, a subsidiary of KIRKBI A/S, a privately held investment and holding company with a 75 percent ownership share in the Lego Group and a 29.9 percent shareholding in Merlin.

Commenting on the announcement, Merlin CEO Nick Varney said: "Today's announcement is another major milestone in the development of the Legoland brand. We are delighted to be working closely with the City of Nagoya and with KIRKBI on the project, both of whom appreciate the potential of the brand in the second biggest theme park market in the world.

"The park will make a significant contribution to the growth of the Merlin group from opening in the second quarter of 2017, as well as supporting our continued geographic diversification. Long term, we continue to believe that there is significant opportunity for the Legoland brand, with the potential for up to 20 parks across the world, and we remain committed to our target of opening a new park every two to three years."

The new Legoland park in Japan will be the seventh such park in six countries. At a cost of $313 million, it is scheduled for a 2017 opening.
COURTESY MERLIN ENTERTAINMENTS PLC

Legoland Japan will be of similar scale to the recently opened Legoland park in Malaysia and that in Florida and is expected to employ up to 1,000 staff.

Nagoya is ideally located in the centre of Japan and independent market research suggests a potential catchment area in excess of 20 million people. The initial development will focus on the theme park, with potential options available for further park expansion and the development of on-site, themed accommodation over future periods.

Angry Birds on tour in UAE

DUBAI, UAE — Dubai Summer Surprises, the leading summer festival in the region, is hosting the world premier of the travelling exhibition "Angry Birds Universe: The Art and Science Behind a Global Phenomenon."

Dubai Summer Surprises, organized by Dubai Festivals & Retail Establishment (DFRE), runs from August 2 to September 5 and promises a month-long festival of great shopping deals and fun-filled, family-oriented entertainment throughout the city.

Imagine Exhibitions, Inc., in partnership with Rovio Entertainment Ltd., and Jack Rouse Associates (JRA), developed this unique exhibition to present, in partnership with Live Nation Middle East, an educational and highly interactive attraction unlike any other on the market.

Throughout the immersive experience, families will be introduced to the beloved Angry Birds characters like never before in an interactive adventure with approximately 30 hands-on activities including 10 simple machine bird launching stations, four full body experiences, six map stamping stations, 20 iPad gaming stations, and 12 opportunities for personal creativity and hands-on creation. These hands-on activities seamlessly teach STEAM (Science, Technology, Engineering, Art and Mathematics) concepts and aim to delight guests of all ages.

The exhibition's most thrilling attraction is a one-of-a-kind "be the bird" experience: safely propelling guests on zip lines to knock over enormous foam structures, just like the Angry Birds. In addition, other full-body attractions include a Laser Maze, Climbing Wall, Planetarium, and oversized Sling Shot activity.

Angry Birds Universe features numerous opportunities for families to work together, building creativity, innovation and entrepreneurial skills. For example, parents and children are able to build and test a variety of structures against the impact of Angry Birds launched by other guests. Additionally, guests of all ages can utilize a state-of-the-art design studio to explore their creative side through experiments with character design, animation and sound production related to the Angry Birds games. These exhibits give young visitors an idea of what it's like to pursue careers in science and technology – all while having fun!

Angry Birds Universe: The Art and Science Behind a Global Phenomenon will be open daily to the public at Modhesh World in Dubai World Trade Centre. Visit www.modheshworld.com.

2014 Asian Attractions Expo breaks records

BEIJING, China — Preliminary estimates indicate a record-breaking 9,000 industry professionals participated in the 2014 Asian Attractions Expo (AAE), held June 18-20 in Beijing, China. The explosive growth of the industry in Asia, and specifically in Mainland China, was evident throughout the three-day Expo as a record number of industry leaders participated in the event and a record number of companies showcased the newest products and services on the largest trade show floor in the event's history. Asian Attractions Expo, is produced by the International Association of Amusement Parks and Attractions (IAAPA).

The estimated total number of 9,000 registered participants represents an increase of more than 67 percent compared to the 2013 Expo in Singapore. That number includes more than 6,500 buyers, an increase of 80 percent compared to 2013. The buyers are owners, executives, managers, and leaders from theme parks, water parks, family entertainment centers, zoos, aquariums, museums, science centers, resorts, and real estate development companies from more than 70 nations and regions around the globe.

The sold-out exhibition floor featured new products and innovative services from 325 companies representing 33 countries and regions. The exhibits covered approximately 9,100 net square meters of space which was an increase of more than 30 percent over the 2013 Expo.

Total attendance at the Expo education programs, seminars, institutes, tours, and networking events exceeded 2,500.

"Business is booming in Asia," said IAAPA President and CEO, Paul Noland. "The Expo was packed with executives and decision makers developing brand new parks and attractions in record numbers and with leaders of well-established parks looking for the next big idea to drive their business to new heights."

Commenting on the education program, IAAPA Vice President of Asia-Pacific Andrew Lee said, "The education conference is always an important reason many people participate in Asian Attractions Expo. As the industry grows in the region, so does demand for attractions industry-focused professional development. IAAPA helps fulfill that need through the AAE education conference and by producing other learning opportunities around Asia and throughout the year."

The 2015 Asian Attractions Expo will be held at the Hong Kong Convention and Exhibition Centre June 16-19, 2015. Exhibitor information on the 2015 event is now available on the IAAPA website and attendee information will be available in the fall.

Expo by the numbers

- 325 companies from 33 countries and regions displayed new and innovative products on 9,100 net square meters of space, the largest exhibition floor in the Expo's history.
- 6,500 qualified buyers met with industry suppliers, attended education sessions, and participated in networking events.
- Attendance at the education conference seminars was approximately 1,200. The IAAPA Institute for Attractions Managers sold out at 85, and more than 180 people participated in the IAAPA Safety Institute.
- 285 people participated in tours of Forbidden City, Happy Valley Beijing, and the Great Wall of China.

TALENTED PEOPLE. INNOVATIVE PRODUCTS.

Whether Exhibiting Or Attending,

Come Experience Everything The WWA Show has to offer —

all at The Paris Hotel in Las Vegas!

Save $$$ On Comprehensive Symposium Package With Early Bird Rates Now In Effect!*

** Rates go up after 8.20.14.*

Register today at **WWASHOW.org** for the only show exclusively for **water leisure professionals**

Questions?
Call +1-913-599-0300

People are talking!

"The value of the WWA show is most apparent in its commitment to connectivity. Being able to visit on the show floor, while sharing a meal, or socially at one of the great networking events makes for a great experience."

– TOMMY WOOG, PRESIDENT, WATER WARS/WHIRL WHIMS

"We find great value in attending the WWA Symposium and Trade Show each year."

– BOB PENA, BIG SURF WATERPARK

"During our ten years attending WWA shows, our waterpark revenue has more than tripled, and a good slice of our revenue growth has been due to the ideas, knowledge and help we have gained from the shows."

– JOHN CHILD, MANAGING DIRECTOR, SANDCASTLE WATERPARK

WWASHOW
OCTOBER 27-30, 2014
LAS VEGAS, NV U.S.A.

WATER PARKS & RESORTS

▸Hyland Hills Water World celebrates 35 years, rehabs two classic themed family raft rides — 14

Zoombezi Bay adds WhiteWater themed play structure

This Baboon Lagoon- themed Aqua Play unit from WhiteWater West is new this summer at Columbus Zoo's Zoombezi Bay water park. It features 16 realistic baboons and a giant blue-ringed octopus. COURTESY WHITEWATER

COLUMBUS, Ohio — Guests at the the Columbus Zoo's Zoombezi Bay water park were introduced to 16 life-sized baboons and a sprawling octopus on May 17 when the Ohio water park revealed their brand new, custom themed AquaPlay RainFortress unit named the Baboon Lagoon. The new $4.5 million interactive play structure is surrounded by a heated pool and has over 90 interactive water elements, nine water slides and is topped with a 1,000-gallon tipping bucket.

Canada's WhiteWater West has been dedicating resources to improving theming capabilities that allows the company to meet unique requirements such as those required by Zoombezi Bay. WhiteWater's theming and production manager, Chris Biancofiore, heads up the strategic changes that are made within the theming department. "We have made considerable improvements over the years in design and pushing the boundaries on what we can do." WhiteWater has committed to producing the highest quality theming products in the industry by investing in its people and in new technology.

John P. Gannon, general manager of Zoombezi Bay and The Columbus Zoo and Aquarium comments, "We are thrilled to introduce Central Ohio to the most exciting multi-level play structure that the area has ever seen. WhiteWater was able to theme the structure to our unique requests. Zoombezi Bay is owned by The Columbus Zoo and Aquarium; and as such; we wanted a structure that was full of animal surprises. WhiteWater's design studio can make whatever a park's unique needs call for."

All 16 realistic baboons and the giant, life-like blue-ringed octopus started only as giant blocks of Styrofoam. Once they were shaped and hand-carved, each piece was treated and painted, also by hand, to ensure the highest level of detail. Zoombezi Bay opened to the public on May 17 to rave reviews and will enjoy a fun and busy summer season.

ProSlide Technology has another triple-digit sales year

STORY: *Jeffrey L. Seifert*
jseifert@amusementtoday.com

OTTAWA, Ontario, Canada — Water ride powerhouse ProSlide has enjoyed another triple-digit year in sales having sold more than 100 of their innovative water rides in 2014.

The Tornado funnel slide continues to be the company's bestseller thanks to the ride now being offered in six different sizes ranging from kid-sized to the massive 60-foot diameter funnel. Twenty-five new Tornado attractions were sold for the 2014 season, the largest demand the company has ever seen. ProSlide pioneered the Tornado slide with the first installations in 2003.

Hybrid rides, combining two or more popular stand-

▸ **See PROSLIDE, page 12**

ProSlide enjoyed a triple-digit year in 2014 with more than 100 innovative water rides being supplied to their worldwide customer base. The company's most popular slide is the Tornado funnel (above) with 25 units beginning delivered this year, including this kid-sized version in Sydney, Australia, shown at right. COURTESY PROSLIDE

Bermuda Quadrangle at Adventureland, USA

CUSTOM COMPLEXES
Massive entertainment & capacity.

- Mix-and-match features & flumes
- Completely custom designed
- 65+ installations since 1992

Learn more about our innovative rides at **www.proslide.com**

PROSLIDE TECHNOLOGY INC

WATERPARKS
MARKET PLACE
R&R CREATIVE AMUSEMENT DESIGNS, INC.
DESIGNERS OF THEMED ADVENTURES
DESIGN & PLANNING - SHOW DESIGN - THEMATIC DEVELOPMENT
(714) 776-5234 www.randrdesign.com
GAME TOPS | CONCESSIONS | BALLYS
RIDE TOPS | CUSTOM PRODUCTS | TENTS
Providing Superior Outdoor Amusement Fabric & Frame Products for over 100 years
ANCHOR INDUSTRIES INC.
800.322.8368 | www.anchorinc.com
BIG SQUIRT!
WATER SQUIRT TOY
WHAT DO YOU SELL FOR
FUN?
big squirt.com
Gift Shop • Waterpark • Amusement • Resort
Redemption • Carnival • Events/Games • Parks & Rec
GET A FREE SAMPLE at
www.bigsquirt.com/freesample
or call 1-888-388-8872
Big Squirt! Inc.
1741 Torrance Blvd., Ste. D
Torrance, CA 90501
AUDIO INNOVATORS INC
YOUR ONE SOURCE FOR ALL DIGITAL MESSAGE REPEATERS & COMMUNICATING EQUIPMENT NEEDS.
WATER PARK SAFETY - GO-KART PIT SAFETY - KIDDY RIDES
FRONT GATE - COASTERS - GROUP GAMES
SAFETY MESSAGES SYSTEMS OF ALL KINDS.
ALL ARE WITCH TURN-KEY.
WE SERVE AMUSEMENT PARKS OF ALL KINDS.
AIRPORTS, WATER PARKS, TRANSPORTATION COMPANIES.
VISIT OUR WEB SITE FOR MORE DETAILS AND VIDEO DEMOS
WWW.AUDIOINNOVATORS.COM
OFFICE 800.222.9929 - FAX 813.200.4600 - SALES@AUDIOINNOVATORS.COM
Keep our amusement park industry strong!
Buy products and services from these suppliers.

PROSLIDE

Continued from page 11

alone rides into one attraction, fulfill the demand for bigger, more innovative attractions. Eleven new hybrid rides were installed in 2014 including two world firsts: a BehemothBowl 40 and Tornado Wave combo for Six Flags Over Georgia and a Tornado 24 plus Tornado 60 combo for La Viva Waterpark in China. New to the U.S. is a combination Tornado 24 and TornadoWave at Water Country USA in Virginia.

Making a comeback from a concept originally introduced by George Millay at his Wet'n'Wild waterparks in the 1990s is the drop-capsule waterslide, marketed by ProSlide as the SkyBox drop launch system. This year ProSlide installed 21 of these outrageously exciting slides, including the steepest one ever at Six Flags Fiesta Texas' White Water Bay.

Slides specifically for children are always popular with families, and ProSlide provided the worlds first KidzBowl for the Junior Area of Wet'n'Wild Sydney. ProSlide offers a complete line of rides designed for children that mimic their much larger counterparts. Rides such as the Kidz ProRacer, KidzTwister, KidzPipeline, KidzBowl and KidzTornado have the look and feel of ProSlide's iconic attractions, but scaled down to children's sizes.

As ProSlide founder Rick Hunter reminded *Amusement Today* at last year's IAAPA Attractions Expo, it's a great time to be in the water park industry.

Look for complete coverage of the new water park at Six Flags Over Georgia in an upcoming issue of *AT*.

NEWSSPLASH

COMPILED: Jeffrey L. Seifert, jseifert@amusementtoday.com

A contingent of county officials from **Richland County, South Carolina**, travelled to Texas in June to visit three **Hawaiian Falls** water parks. The group came to Texas to look at water parks that are built then run by a private organization on behalf of a government entity. Since opening its first Hawaiian Falls waterpark in 2003, Texas-based **Harvest Entertainment** has built, rebuilt or acquired nine additional parks (two were later sold). Multiple cities have approached Harvest Entertainment seeking a similar partnership to build and operate water parks in their communities.

•

The **Park District of Highland Park, Ill.** will convert a water and sand play area at its **Hidden Creek Aqua Park** to a splash pad. Conversion to the splash pad is expected to cost $500,000 with a good portion of the cost going to the removal of the existing sand and concrete foundation and the installation of underground plumbing. Canadian-based **Waterplay Solutions** will provide the water-spraying features including a 12-foot tall Trilli Lily, ground-level geysers. Shading, seating areas will be built around the park for parents to sit and relax while watching their children.

•

Schlitterbahn Kansas City faced another delay in the opening of its record-breaking **Verrückt** water slide. Ironically after all the kinks had been worked out of the slide itself, the June 26 and 27 media preview days had to be cancelled due to a problem with the conveyor system that transports rafts to the top of the tower. The slide did open just as *Amusement Today* was going to press. *AT* will have full coverage in an upcoming issue.

•

The town of **Queen Creek, Ariz**. opened a new splash pad on July 5. The 4,000-square-foot splash pad was built at **Founder's Park**, an 11.5-acre neighborhood park with multiple amenities, that sits directly across from the city hall. The splash pad offers a number of standard water features, but the highlight is custom-designed water tower with a 90-gallon tipping bucket. The pad is designed to quickly drain and recirculate water from the spray features and tipping bucket so the water at the bottom of the pad will never exceed two inches in depth. The splash pad was designed and built by Arizona-based **Splash Zone LLC**, located in nearby Mesa, Ariz.

•

Branson, Missouri's venerable **White Water** waterpark celebrated July with evening operations, giving thrillseekers the opportunity to experience night rides on its new **KaPau Plummet** dual, drop-capsule water slide. Beginning July 3, the park stayed open until 10 p.m. with Night Water scheduled Thursdays through Sunday ending August 9, with a special evening when the park will stay open until midnight. Guests could stay until close with their all-day pass or purchase a special after 5 p.m. ticket for $25. Friday night featured dive-in movies on a 10-foot wide screen above the wave pool, and Red, White & BOOM fireworks were held on Saturday evenings.

•

To celebrate its 25th season of operation, **Raging Rivers WaterPark** in Grafton, Ill. (near St. Louis, Mo.) hosted a giant beach bash on Independence Day with admission prices set back to what they were when the park opened on July 4, 1990 — $12.95 for adults and $9.95 for children. In addition, military personnel were offered free admission to the park during Military Appreciation week, July 1 to July 6. Immediate family members were offered a reduced admission of $12. Since its opening in 1990, Raging Rivers has grown to become a 28-acre, multi-million dollar attraction that has been visited by millions in the Greater St. Louis area.

•

Legoland Discovery Center Dallas/Fort Worth will debut **Pirate Beach** in August, a new water playground with 30 interactive features. The new water playground is located outdoors near the **Forest Ranger Pursuit** ride. It is the second outdoor attraction and 12th permanent attraction at the Legoland Discovery Center located at Grapevine Mills Mall in Grapevine, Texas.

Big Things are Splashing About

Another ORIGINAL WhiteWater Innovation

Rattler™ and Constrictor™

Now Open at Wet'n'Wild Las Vegas

Get Inspired at www.WhiteWaterWest.com

WHITEWATER®

The ORIGINAL Waterpark & Attractions Company

Hyland Hills Water World celebrates 35 years of innovation

STORY: *Pam Sherborne*
psherborne@amusementtoday.com

DENVER, Colo. — Hyland Hills Water World water park staff and patrons have plenty of reasons to celebrate during this 2014 season.

Of notable distinction is the 35th anniversary of the park, a publicly owned and operated complex.

In fact, according to Terry Barnhart, planner, Hyland Hills is the largest publicly owned water park in the country and the fourth oldest water park overall, public or private.

"We started out with two slides in 1979," Barnhart said.

"Now, we have 48 rides and attractions on 70 acres," said Joann Cortez, communications director.

Another reason for saluting this season is that two of the park's oldest and most popular rides, Voyage to the Center of the Earth and Lost River of the Pharaohs, have undergone a two-year, $150,000 retheming and upgrade. And, Barnhart said work on these particular rides will continue.

The Lost River of the Pharaohs, at 1,560 feet long, opened in 1990. It was developed as a family raft ride and partial dark ride. It was Hyland Hills Water World's second family raft ride after having created a family raft on an earlier ride.

"This park actually created the family raft ride," Barnhart said. "I think, back then, they thought if a tube held several people, they would end up hitting their heads together or something. We now have five family raft rides."

The ride holds the place as the first themed water ride in the water park industry. Sally Corp. worked on the animatronics. The ride is a journey through an Egyptian pyramid. Over the last two years, additions include adding new sculptures, embellishments, spitting Pharaoh dogs, laser effects, smoke images and a projection over the Pharaoh's head so that it can talk to riders, the latter thanks to Fox Productions.

Two of Hyland Hills most popular water rides are undergoing a two-year $150,000 makeover to update these one-of-a-kind water dark rides. At top, the Voyage to the Center of the Earth opened in 1993 and features 1,600 feet of concrete trough. Above, the Lost River of the Pharaohs opened in 1990 and gives riders a 1,560 foot long journey.
COURTESY R&R CREATIVE AMUSEMENT DESIGNS

Rick Bastrup, R&R Designs, also was involved in the theming embellishments. Bastrup said he began working with some of the components at Water World during the construction of the Voyage to the Center of the Earth in 1993.

The Voyage is a 1,600 foot-long adventure ride. It is an entirely dark water ride and is free-floating along a concrete flume.

"It was made with some great curves," Barnhart said. "We had a lot of industry experts come out here and look at this. We had Rick Hunter come out here, back in the day, and measure our curves."

The ride includes a 12-foot tall T-Rex and 15 animatronics. The two-year project on this ride includes a more realistic looking life-sized T-Rex, which now takes a six-foot leap towards passersby with four moves. Also added were three animated prehistory turtles and two Pteranodons, each with a eight to 10-foot wing spans.

"This ride was also relit with low voltage LED lighting and the music was updated," Bastrup said. "Both of these rides are two of the oldest at the park and still people line up to take a ride. The kids love the new scenes on the Pharaoh ride and the projected Pharaoh that speaks to passersby is very effective.

"It is very neat because many of the kids riding this ride now are riding with their parents who rode it when it first opened."

Barnhart said the Voyage to the Center of the Earth has been dubbed the park's signature ride.

"It is a ride that goes slowly, then speeds up, then slows down again," Barnhart said. "There is a Vortex inside of it that drops between 35 and 40 feet. It lasts between three to four minutes."

Cortez said the length of the ride is dependent upon how many riders there are in the tube and the weight of the riders.

Colorado's Hyland Hills Water World celebrates its 35th year this summer. Here, one of the park's newer slides, the Turbo Racer, offers up some racing fun for riders.
COURTESY HYLAND HILLS WATER WORLD

"Since it is a free-flowing ride, these factors affect it," she said.

Other thrill attractions at the park include the Double Dare, a tandem racer; Jet Stream, enclosed twisting and turning tube ride; Mile High Flyer, hydromagnetic watercoaster; Pirates Plunge, themed tube ride; Pranktank, Space Bowl ride; Purgatorie River river flume ride; Screamin' Mimi, speed slide; Skyline Speed Slides, six-story high slides; the Wave pool; Thunder River, white water raft ride; and more.

The park has a gondola ride that can carry up to 80 passengers from one side of the park, and back again. Called the Funhouse Express Gondola Ride, the gondolas were purchased from Circus Circus in Las Vegas.

The early water park innovations at Water World have been attributed to Greg Mastriona, the executive director of the Hyland Hills Park and Recreation District until just recently when he retired. Yvonne Fischbach has taken over as executive director. Steve Loose is the general manager of the Water World

"He was just very into the water park and was very creative and innovative," Barnhart said. "Mastriona created that in all of us."

Cortez said just recently they had to replace some slides on one of their rides.

"Terry suggested we theme the ride while we were doing the other work to it," she said. "He took that on. One of the things he did was purchase flower pots, painted them black, turned them on the side and they suddenly looked like gun barrels from a ship."

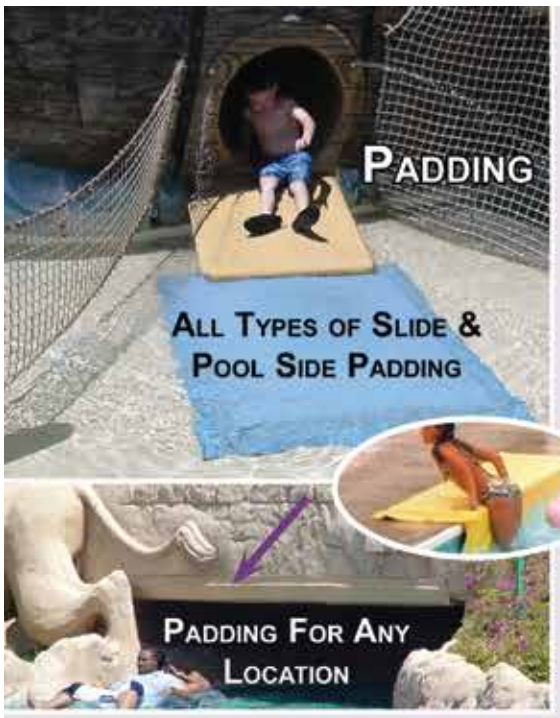
"We like to do things like that," Barnhart said.

It also saves the publicly owned facility money as well. Cortez said Water World, along with other publicly-owned facilities in Denver such as Ice Centre, Adventure Golf & Raceway, the Carol Butts Athletic Park, and the Greg Mastriona Golf Course, are all part of the Hyland Hills special district, which partners with the City of Denver. This special district raises between 80 and 85 percent of its operating capital and is the largest youth employer in the county, hiring about 1,000 youth during the summer.

Along with the updates on the two rides, park officials have expanded the menu and extended the hours at the Pharaoh's Feast dining area to include "All You Care to Eat Dining." For one price of $13.99 for children and $15.99 for adults, visitors can eat all day long as much as they want, including an addition of breakfast items.

Cortez said they didn't really plan special events to go along with the birthday celebration. They, instead, tried to go into the 35th year brandishing their updates and quietly releasing a special 35th year logo.

"Because there are so many other facilities here, all with their own events, we just decided not to plan specific water park events," she said.



Floatation Collars

☎ +1(513) 829-5533
Fax +1(513) 892-7466
zebec@zebec.com
www.zebec.com

Diamond Raft

Heavy-Duty Single, Double, Tear-Drop, 3 and 4 Person Clover Tubes made in USA with extra heavy material and overlapped, heat-welded seams

Heavy Duty Tubes

HT Heavy Triple Tube

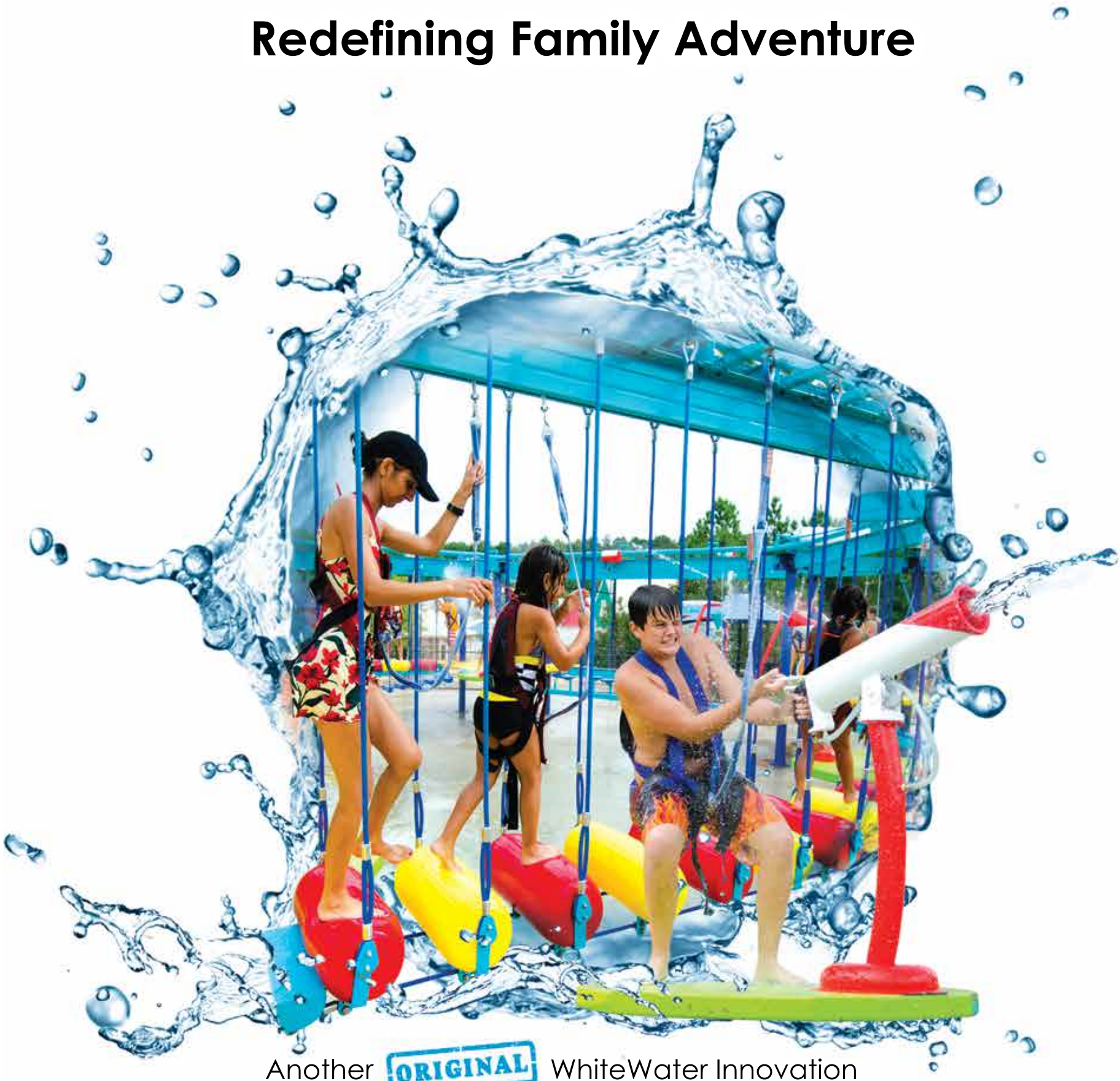
Rapid River Raft

Lily Pad Walk

Snow Tubes & Rafts

Complete Lily Pad Walk Setup
- FOAM Lily Floats
- Overhead Netting
- Entry Pool Side Padding

Redefining Family Adventure



Another ORIGINAL WhiteWater Innovation

AquaCourse™

An Exhilarating Aquatic Course of Ropes, Towers and Bridges
Get Inspired at www.AquaCourse.com

WHITEWATER®
The ORIGINAL Waterpark & Attractions Company

PARKS & CARNIVALS

Kings Dominion celebrates its 40th — Pages 24-26 / Carnival news — Pages 31-34

Mondial tower swing rides take flight at Adventureland, Worlds of Fun

STORY: *Scott Rutherford*
srutherford@amusementtoday.com

DES MOINES, Iowa and KANSAS CITY, Mo. — Guests visiting both Adventureland and Worlds of Fun this summer have the opportunity to soar to new heights aboard Wind Seeker tower swing rides supplied by Mondial of the Netherlands. Both opened earlier this season and have been thrilling steady queues of flyers ever since.

Adventureland

Last summer, one of the park's classic attractions (Rotor aka Silly Silo) ceased operation due to mechanical issues. Instead of repairing the ride, which had been a staple for well over three decades, Adventureland officials decided it was time to replace it with something new and spectacular that would easily fit the Rotor's diminutive plot of real estate.

AT spoke with Adventureland's Molly Vincent about the park's decision to install a Wind Seeker. "We looked at Mondial's Wind Seeker ride along with several others over 2012 and early 2013. In August of 2013, Adventureland's classic Rotor ride (the Silly Silo, which had been in service for 35 plus years) broke down and was deemed unrepairable. That left us with a relatively small footprint to fill in a central part of the amusement park. We knew we could not feasibly build out very much from the original footprint, but we had plenty of room to build up. The Rotor had been a classic favorite, so we definitely wanted something that would be a showstopper, and the Storm Chaser sure is!"

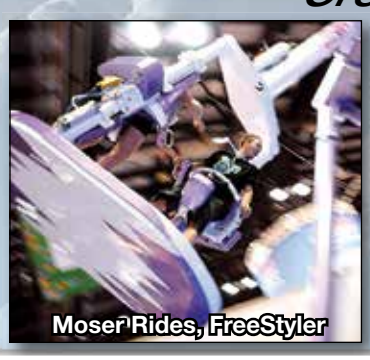
Ground preparation for Storm Chaser began October 20, 2013 with opening day falling on June 7, 2014. Carrying a price tag of $4 million, the ride has a capacity of 32 (seating guests two-abreast in 16 suspended seats). During the ride cycle, flyers are elevated to a height of 250 feet above the midway and treated to speeds of 35 mph. At night, Storm Chaser really shines thanks to dual spotlights beneath each seat and the programmable LED lighting attached to the sweeps and support arms.

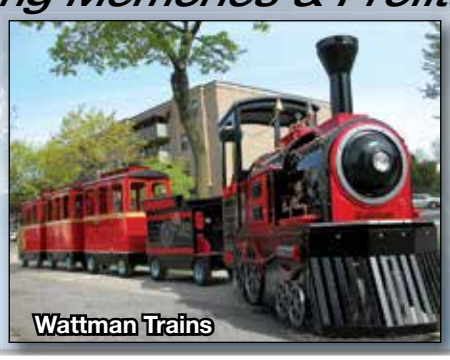
▸ **See TOWERS, page 18**

Both Adventureland and Worlds of Fun added Mondial Wind Seeker tower swing rides to their respective lineups this season. Adventureland's Storm Chaser (above) stands 250 feet tall and accommodates 32 guests while SteelHawk (right two photos) at World's of Fun tops out at 301 feet and handles 64 guests per cycle. Both rides are outfitted with programmable LED lighting packages.
COURTESY ADVENTURELAND AND WORLDS OF FUN; AT/PHOTO JEFFREY SEIFERT

IRG
Intermark Ride Group
• abc rides switzerland
• Moser Rides
• Used Rides & Games
• Wattman Trains
www.intermarkridegroup.com
TEL 615.370.9625 FAX 615.370.8852

Creating Memories & Profitability


Moser Rides, FreeStyler


Wattman Trains

abc rides, Flume

TOWERS

Continued from page 17

"Guest response has been very good, and everyone is amazed at how smooth and scenic the ride really is," added Vincent. "It is certainly the closest thing to flying here in Central Iowa!"

Worlds of Fun

A new predator has landed at Worlds of Fun in form of SteelHawk, a Mondial Wind Seeker (relocated from sister park Knott's Berry Farm) that provides visitors with an experience and view unavailable until now. SteelHawk is located in the Americana section of the park across from the Patriot and is themed for the majestic birds-of-prey that hunt the prairies of the Midwest.

Approximately 100 feet taller than Rip Cord, Mamba and Detonator, SteelHawk features 32 two-seat swings allowing for a total capacity of 64. Once the ride begins, guests are lifted to a height of 301 feet where SteelHawk spreads its wings at a 45 degree angle and accelerates to a speed of eight rotations a minute during the 60 second flight. As

Worlds of Fun's new SteelHawk tower swing ride from Mondial dominates the park's skyline with its 301 foot height.
COURTESY WORLDS OF FUN

with Adventureland's Storm Chaser, SteelHawk's unique LED light display mounted on the arms is brilliant during evening hours and can be seen for miles.

Amusement Today caught up with Worlds of Fun Vice President/General Manager Frank Wilburn to see how the park's newest ride is faring. "SteelHawk has been well received by guests and it has truly changed the skyline of Worlds of Fun. SteelHawk is so different from any other ride in the park and I think that's what makes it a great addition to Worlds of Fun.

"I am really proud of all the beautification efforts that surround the new SteelHawk, we put in a new creek and sitting areas. We added a Coke Marketplace with freestyle machines and healthy snack options, which complement the enhancements," said Wilburn. "And to top it all off, the view of the park and Kansas City is breathtaking."

Mondial is represented in North America by Bob Dean of Florida-based Leisure Labs, LLC. "We are very fortunate to have won the trust and business of both Adventureland in Des Moines and Worlds of Fun in Kansas City," said Dean. "Both parks were great to work with, and these Wind Seekers are delivering fun and results for a very broad group of park patrons. They are also the best outdoor advertising I have seen anywhere. When a Wind Seeker is in operation, and someone drives by within view of the ride, there is no doubt there is an amusement/theme park below."

Six Flags Over Texas guests enjoying Batman The Ride: Backwards

ARLINGTON, Texas — On July 2, Six Flags Over Texas unleashed Batman The Ride: Backwards for a limited run at the park. The Arlington theme park is the fourth in the chain to market the novel twist.

"It took us about two-and-a-half weeks to get the old trains off, the new trains in, and get them converted and the track configuration figured out in order to get it inspected so people could ride it," says Steve Martindale, Six Flags Over Texas park president.

With sister parks previously using this marketing savvy, *Amusement Today* asked Martindale why this was the right time for Six Flags Over Texas to have its turn. "Obviously we are always looking for something new and different that will appeal to our guests," he states. "Batman has been here 15 years. For our guests who like Batman and have ridden several times, this is an opportunity to use the same ride, but with a completely different experience."

In addition, earlier this year, the park debuted an expansion to their kids area, now re-dubbed Bugs Bunny Boomtown. While that new area draws the younger ones and their parents, the Batman conversion gives the thrill-seekers in the family something new to scream about.

Batman the Ride debuted at Six Flags Over Texas in 1999. It was the sixth park in the chain to receive the B&M layout, often referred to today as "the Batman layout." When Six Flags Great America debuted the first in 1992, it was an instant sensation, bringing both enthusiasts and the amusement industry around the world to Gurnee to take a look at the most innovative coaster concept of the 20th century. Since then, B&M has built more than 25 around the world, making it their most popular genre of coasters. Six Flags owns seven. The layout in the Six Flags system features five inversions, including the heartline zero-G roll which became the inverted coaster's signature maneuver.

—Tim Baldwin

WILLIAM H. ROBINSON, INC.

NOW IS THE TIME!
ENSURE YOUR MARKETING IS THE "BEST OF THE BEST" IN 2014!
CALL US TODAY!

The B!g Idea People!

LET OUR "BIG IDEAS" WORK FOR YOU!

A Creative Services Company Serving the Amusement, Water Park & Support Industry for over 50 Years!

1428 Maple Ave. • Hamilton, OH 45011 • 513.737.9012 • www.TheBigIdeaPeople.com

mondial

World of Rides

congratulates Adventureland IOWA
with the successful opening of the

Storm Chaser
in 2014

www.mondialrides.com

Aengwirderweg 57, 8449 BA Terband-Heerenveen, The Netherlands
T +31 (0)513 610 170 - F +31 (0)513 622 412 - info@mondialrides.com

Cedar Point reinvents midway with new rides and more

STORY: *Tim Baldwin*
tbaldwin@amusementtoday.com

SANDUSKY, Ohio — Boasting one of the largest collections of rides in the world, Cedar Point has upped the count by two. Looking to ride manufacturers Larson International and Zamperla, the new rides straddle what the park calls the Gemini Midway. Gemini is a massive racing roller coaster near the back of the park, and was Cedar Point's marquee attraction when it debuted in 1978. That area of the park now gets a total refresh. The new rides straddle the midway, giving returning fans and guests new light, new color and new screams in the area.

Zamperla's Skater Coaster, here called Pipe Scream, flanks the midway near Camp Snoopy. Two variations of this ride are available from the manufacturer — an oblong carriage with six rows of inward-facing seats or an outward facing round platform. Rob Decker, corporate vice president of planning and design for Cedar Fair, says the company's chain of parks offer both, but for Cedar Point, the decision came to accentuate what he calls the "family ride portfolio." Referring to that range of rides where adults and children can ride together, but it isn't an obligation on the parent's part, Decker finds the new ride experience is fun for everyone involved.

"With the inward-facing seats, the height requirement is only 42 inches when riding with a responsible person, compared to a 48 inch requirement on the outward facing seats," says Decker. "When looking to ride manufacturers, we see what they have to offer in that range."

While not a coaster per se, the new ride combines elements of a roller coaster and a flat ride with its rotating action while traveling over 302 feet of track. The far ends of the riding platform sweep out over the track during the rotation giving riders in the back seats extra thrills. The park states the vehicle travels up and over the undulating track at 43 mph. Decker feels the forward-facing placement adds to the fun crediting facial interaction shared between riders on opposite sides, particularly when the motion ramps up its intensity. "Rider height and the key visual interaction between guests combine for a strong ride."

Three rides highlight the newly revamped Gemini Midway at Cedar Point this year. Rides included clockwise from top left: SlingShot from Funtime of Austria; Pipe Scream from Zamperla and the Lake Erie Eagles from Larson International. To compliment the rides, the park added the new night lighting, fans, colorful landscaping and a sound system. AT/DAN FEIGHT

On the other side of the midway is the Lake Erie Eagles, a flying scooters ride from Larson International. While once considered a classic flat ride, the flying scooters have found a new-born popularity in recent years with Larson taking on the task of re-introducing the ride. "The Flying Scooters continues to gain momentum throughout the industry," says Jeff Novotny, president of Larson International. "Each season we seem to produce more and more Flying Scooters thanks to the interactive flying element, the appeal to all age groups and the affordability of the new ride." He tells *AT* Cedar Fair was a great company to partner with at every level.

Lake Erie Eagles sports eight carriages suspended by cables from a height of 28 feet. One factor of the popularity of this style of attraction is the rider is in control of the ride experience. Because of the front rudder, riders can "catch air" as they maneuver their Eagle during their flight. Skilled riders can create a truly wild ride, while those that prefer not to do the more dramatic, swooping maneuvers can enjoy a more moderate thrill.

Each of the carriages is painted with bold images of American Eagles making for a striking vista as passersby get close to the attraction.

In reference to both Zamperla and Larson International, Decker said their products have been around for a long time, and the two choices made by Cedar Point have proven to be very popular with guests. "They fit the target rider profile perfectly," he says.

Visitors at the resort will particularly be taken with the new additions at night. Strands of lights zigzagging over the midway, in addition to colorful LEDs shining into new shade structures in numerous places bring new color and brightness to the area each evening, giving a festival feel.

"Before, the Gemini area seemed to be a 'connector midway' from the excitement of the Top Thrill Dragster area to the back of the park," says Decker. "It lacked a sense of place. We wanted to create a zone of its own, with its own beat and pulse and energy." True to this, guests will find that each night the new lighting in the area pulses in time to the music, adding to the party atmosphere. "We feel the result adds an exciting midway zone that is a destination unto itself."

Crediting master planning, Decker reports that although the past winter was incredibly harsh, the tough off-season didn't hinder the new area opening on time. Having a really solid plan and getting an early start were key, he said.

"We replaced the kiddie attractions such as Bumper Boats, Spin & Turn, and Space Age where the ridership is limited to only children. Adults have to stand outside the rail, wave and cheer their kids on, but this format doesn't really permit a truly shared experience between adult and child," reports Decker, also pointing out that an arcade and games that weren't capturing the guests' attention were replaced with new refreshment options.

Cedar Point has long been known as a "land of giants" with towering coasters that broke records of 200 feet, 300 feet and the 400-foot barrier, in addition to other record-breaking attractions. *Amusement Today* asked Vice President and General Manager Jason McClure about the role of flat rides in a park known for its monumental statistics. "Cedar Point has the best collection of roller coasters in the world, and we will always stay true to that core strength," comments McClure. "That being said, flat rides are an integral part of the overall park experience. Whether thrilling, or family oriented, compelling flat rides round out the guests' day. Pipe Scream and Lake Erie Eagles provide families an opportunity to enjoy rides together with a little bit of kick, but not quite as extreme as our roller coasters." He adds, "My favorite flat ride at Cedar Point is Cedar Downs — a classic that will create memories for years to come. Cedar Point will continue to preserve our classic flat rides while planning to add innovative flat ride experiences in the future."

On July 2, Cedar Point also introduced SlingShot. Supplied by Funtime of Austria and represented in North America by Ride Entertainment Group, Slingshot is an upcharge attraction located inside the park in the vicinity of the new midway as opposed to the cluster of such rides just outside the gates at Challenge Park. Its placement has proven fruitful from its openings day. "It's the cherry on top of the revitalization of the new Gemini Midway," says Bryan Edwards, public relations manager. He adds, "From the very first day, people were lining up to do it."

SlingShot propels riders two at a time in open-air seats to a height of 360 feet in the air, where riders can often be seen doing flips during their conquest of the skies. The quick release sends riders from 0 – 60 mph in less than three seconds. The test of courage costs riders $25 each, plus tax. Platinum pass holders receive a 10 percent discount.

In addition to the new rides, Cedar Point has also opened new eateries this season with Coca-Cola Freestyle Café, Yogurt Plus and Chickie's and Pete's. Resort investments include an expansion of Lighthouse Point (covered in our July issue), as well as initial phases of a long-term renovation to the renowned Hotel Breakers.

Belmont Park aims to become major San Diego tourist draw

Mission Beach fun spot gets a needed makeover

STORY: *Dean Lamanna*
dlamanna@amusementtoday.com

Among the highlights of Belmont Park's ongoing, multi-million-dollar makeover are new landscaping and lighting, a zip line attraction, refurbished surfing wave machines at the WaveHouse (shown here), a renovated arcade with expanded game and laser tag offerings, and a refreshed mini-golf course. COURTESY EAT.DRINK.SLEEP.

SAN DIEGO, Calif. — Like many seaside amusement spots, Belmont Park in Mission Beach has seen the tides of fortune rise and fall several times in its 89-year history. The recent recession, particularly, had exacted a heavy toll on the historic property — landing its leaseholder in bankruptcy.

BELMONT PARK
MISSION BEACH

But things are looking up in the immediate vicinity of the landmark Giant Dipper roller coaster. A local hospitality company called Eat.Drink.Sleep., in partnership with the Rancho Santa Fe, Calif.-based real estate investment concern Pacifica Enterprises, which acquired the park leasehold in a 2012 trustee sale, has been developing concepts and plans, and making major improvements, at Belmont since last year.

Brett Miller, CEO of Eat.Drink.Sleep., told *Amusement Today* that the partnership's investment through the end of 2014 alone will total in the "tens of millions" — and it includes several recently opened restaurants, a renovated and expanded arcade, and new zip line and rock-climbing wall attractions, plus an extensive overhaul of the seven-acre park's badly deteriorated indoor pool facility, The Plunge.

"I wouldn't say that we had ever considered an amusement park," said Miller, pointing out that his company's business focus has primarily been restaurants and hotels. "But the underlying discipline of the whole thing is hospitality — taking great care of our guests, providing a good product and something that families can enjoy.

"When Pacifica asked us what we thought of Belmont Park two years ago, we said we thought it was an incredible asset of the community in San Diego. If there was anything we could do to bring it to the forefront of the city's tourism, we wanted to be part of it."

Eat.Drink.Sleep was brought in to stabilize Belmont's operations after Pacifica pulled the park, which is home to 11 tenants, out of bankruptcy. "The roller coaster and amusement side was not in bankruptcy; those guys were in good health and doing well," Miller said. "The [problem] was more the other two-thirds of the park — the wave-riding attraction, the food and beverage operations and the athletic club."

Miller and his team immediately identified a major problem at the park: obstructed views of the boardwalk and Pacific Ocean.

"Our biggest task has been removing every [visual] obstacle we could along our 700 linear feet of oceanfront. For example, there was a restaurant kitchen that blocked about 100 feet of our frontage. We pulled that down and it immediately opened up the views to 300 seats inside."

Another obvious opportunity was a large, flat, unused rooftop with expansive views. Eat.Drink.Sleep, investing $150,000 to install a needed elevator, has converted the area into a valuable 5,000-square-foot seaside venue for weddings, parties and other special events hosting up to 400 guests. The space was expected to be ready for its first bookings early this month.

Thus far, Eat.Drink.Sleep.'s efforts are paying off. Per Miller, guest counts are up 20 percent over 2013, with food and beverage revenue up by the same amount and arcade revenue also showing a double-digit increase.

Other improvements include new landscaping and lighting, new and expanded restrooms and, on the horizon, several new rides. Having just opened Draft, a craft brewery / tasting room, and upgraded and expanded the property's other eateries, Miller expected to attract additional, higher-profile chain restaurants.

Miller was bullish on his larger partnership with San Diego.

"The city is very pleased with us," he said. "The park had been in such poor repair; the prior ownership went through the recession and it was a difficult time for everyone. We are focused on good family entertainment and making it one of the city's top attractions.

"San Diego is a tourist town, and as far as seaside parks go, Belmont is it. We're very excited."

• **www.belmontpark.com**

AMUSEMENT MARKET PLACE

We offer a magnetic brake for any application. Whether it is a Tea Cup that needs to hold a little tighter, a Roller Coaster that needs to stop a lot smoother, or a Shoot-the-Chute that needs speed reduction, a magnetic retrofit offers motion control in custom applications.

We know that the maintenance budget is always under pressure from above, that is why we have made financing available for our magnetic brake projects. We can help spread payments out over a season so you pay for the brakes when your cash flow is the best.

EMG ENTERTAINMENT MANAGEMENT GROUP
RIDE
Entertainment Management Group
1-410-643-9300, ext. 303
www.RideEntertainment.com

Structural Technologies Inc.
▸New Construction
▸Renovations
▸Daily Maintenance
▸Relocations
▸Track Replacement
▸Demolition
▸Inspections
▸Emergency Work
380 Bad Man Hill Rd. • Paxinos, PA 17860
(570) 590-3255 or (570) 590-9880 | STICoasters@yahoo.com

WAPELLO is the One!
Built in the USA to Your Needs!
Let Wapello high-performance products go to work for you. Give us a call or write today. Custom sizes, shapes and colors.
Wapello Fabrications Company
201 North Second Street • Wapello, IA 52653
(319) 523-8371 • wafabco@louisacomm.net
WAPELLO

Whatever your Industry...
INDIANA TICKET COMPANY
Design / Quality / Security
Manufacturers of Quality Tickets For over 70 years
1-800-428-8640
▪Redemption Tickets ▪Admission Tickets ▪Direct Thermal Tickets
▪Reserved Seating ▪Wristbands ▪Credentials
www.muncienovelty.com
info@muncienovelty.com
A MUNCIE NOVELTY INC. COMPANY
We've got your Ticket.

Keep our amusement park industry strong!
Buy products and services from these suppliers.

Golden Ticket Awards — coming to America's Finest City!

SeaWorld® San Diego is proud to host the 17th Annual Golden Ticket Awards:
September 5 – 7, 2014.

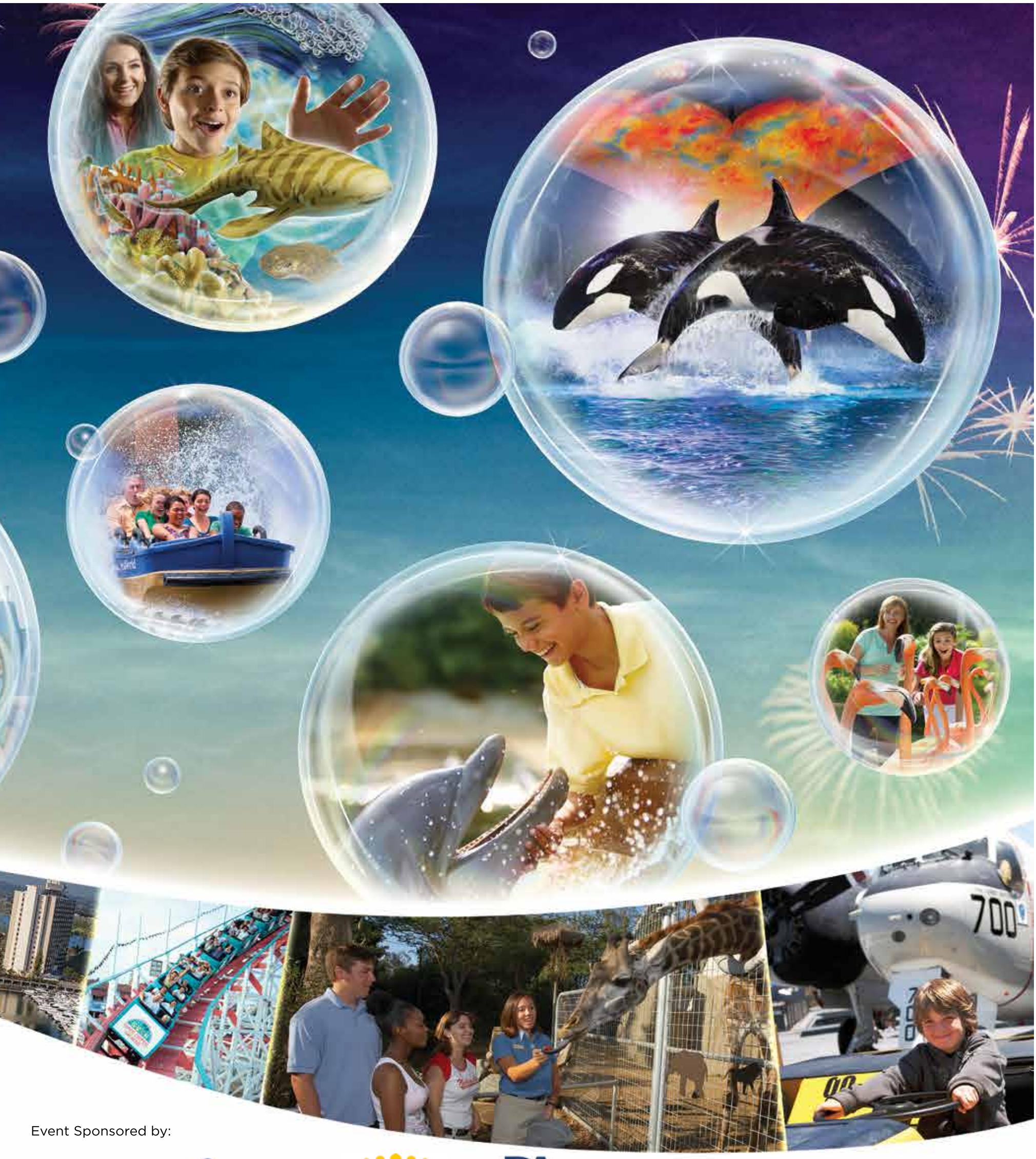
THIS INCREDIBLE WEEKEND INCLUDES:

- Tour of the USS Midway
- Beachside reception and rides at Belmont Park
- A day of play at SeaWorld including specialty tours and an exclusive Dine With Shamu®
- Plus, an opportunity to visit the World Famous San Diego Zoo® or Aquatica SeaWorld's Waterpark™

2014 Golden Ticket Awards
Event Information & Registration
NOW OPEN at: **GoldenTicketAwards.com**

Hotel accommodations and credential pick-up at the Hyatt Regency® Mission Bay Spa & Marina

© 2014 SeaWorld Parks & Entertainment, Inc. All rights reserved.



Event Sponsored by:

MACK RIDES GmbH & Co KG

LEISURE LABS LLC
RIDES AND ATTRACTIONS

CHANCE RIDES

DYNAMIC ADVANTAGE
Keep Your Customers Grow Your Business

extreme ENGINEERING

CHESTNUT™
IDENTITY APPAREL, INC.

LARSON INTERNATIONAL INC.

Kings Dominion celebrates 40th anniversary with surprises

Kings Dominion kicked off its 40th Celebration this spring with season-long festivities that feature a multitude of surprises including the return of classic park icons, like the floral clock shown above, and the re-introduction of a beloved section of the park in honor of the park's early years.

Candy Apple Grove, one of Kings Dominion's original classic midways, returns with plenty of surprises old and new such as the Singing Mushrooms and larger-than-life candy apples.

ALL PHOTOS
AMUSEMENT TODAY
SCOTT RUTHERFORD

STORY: *Scott Rutherford*
srutherford@amusementtoday.com

DOSWELL, Va. — Kings Dominion kicked off its 40th Celebration this spring with season-long festivities that include a multitude of surprises including the return of classic park icons and the re-introduction of a beloved section in honor of the park's early years.

Cedar Fair spared no expense in preparing the park for 2014 guests. The instant they steps through the front gate they are treated to a prevalent sense of revitalization. Virtually every building, sign or fence seems to have received a new coat of paint while expert landscaping is extant and meticulous.

Kings Dominion's Vice President and General Manager Pat Jones is understandably excited about the park's 2014 season. "I'm very enthusiastic for our thrilling 40th Celebration season. I grew up not only visiting Kings Dominion, but also started my career here as a seasonal associate," said Jones. "When guests step through our gates onto International Street this year, they'll feel a fresh and exciting energy in the air. Just right for reviving old memories and making new ones."

This season guests will be amazed at all the new things to see, do, taste and share starting first with International Street. Located between the front gate and the landmark Eiffel Tower, the area has been reenergized with new lighting and enhancements to its iconic fountain and surrounding buildings. This aspect of the park-wide refurbishment really shines after sunset.

Continuing on, longtime visitors will wax nostalgic as they stroll past the floral clock that has been completely rebuilt and returned to its original location at the end of Center Street near the park's classic carousel.

Next up is Candy Apple Grove, one of the Kings Dominion's original midways that returns with plenty of surprises old and new. The area is decorated with a collection of colorful, larger-than-life candy apples, a memorable feature of the area's first days.

Candy Apple Grove is also home to the Singing Mushrooms, a beloved quintet of whimsical entertainers that have been enhanced and returned by popular demand (see sidebar page 26).

The symbolic centerpiece of the 40th Celebration is the introduction of "Ruby," a custom-painted 40th Celebration horse added to the park's 1917-vintage Carousel (PTC No. 44). Operated since the park opened in 1975, the carousel recently underwent a major refurbishment. Ruby is the crown jewel of this beautiful four-row machine, and she is proving very popular with guests in 2014.

This season Kings Dominion has a plethora of expanded food offerings and new restaurant concepts that provide guests with healthier and more varied options. In addition to the in-park entertainment, the infamous strolling Clown Band has made its triumphant return. This colorful, outrageous musical troupe roams the midways interacting with guests while serenading them with recognizable numbers.

And once the sun sets, the fun ignites with the park's new immersive nighttime experience, Dominion at Dusk. It all begins with the vibrant lights and sounds of Snoopy's Starlight Spectacular along with the water and light displays of the new International Street Fountain. The party continues when the Grande Bandstand and the midways of International Street come to life with the all-new block party, Ignite the Night! featuring a talented cast performing favorite hits. Each night this summer, a magnificent display of fireworks lights up the sky over the park at closing time.

"I am extremely pleased with the 40th Celebration so far. The feedback and reaction from guests has been tremendous; we have heard nothing but compliments. Guests have told me how wonderful it is to

▸ See KD, page 25

KD

Continued from page 24

have Candy Apple Grove back in the park, along with the Singing Mushrooms. It's true nostalgia for those guests who came when they were children. They are now bringing their families here to enjoy the same things," Jones said.

"I think that the Candy Apple Grove remake is fantastic," added Jones. "The 40th Celebration has been all about bringing some of the classic park icons back to life and returning to our roots, all while celebrating our great guests who make it all worth it."

With Kings Dominion's 40th Celebration continuing all season, guests are invited to share their fond memories of the park in a new photo mosaic at kingsdominionmemories.com.

Mushrooms Return
Page 26

Far left, the symbolic centerpiece of the 40th Celebration is the introduction of "Ruby," a custom-painted 40th Celebration horse added to the park's 1917-vintage Carousel (PTC No. 44). Above, the infamous strolling Clown Band, an outrageous musical troupe, has made its return and entertains guests throughout the park. Left, colorful 40th anniversary banners are seen throughout the park.

International Street. Located between the front gate and the landmark Eiffel Tower (top photo), the area has been fully reenergized with new lighting and enhancements to its iconic fountain, which is particularly vibrant at night.

AMUSEMENT TODAY

NEW DIGITAL EDITION

EXCLUSIVELY FOR PRINT SUBSCRIBERS

Amusement TODAY Your Amusement Industry NEWS Leader
INSIDE:
Food and Concessions Spotlight : Pages 7-14
April 2014 | Vol. 18 • Issue 1 www.amusementtoday.com
Adventuredome's El Loco newest thriller at Circus Circus
SUBSCRIBE TO AMUSEMENT TODAY (817) 460-7220
2014 GOLDEN TICKET AWARDS | SEPTEMBER 5-7, 2014
SeaWorld

+

Amusement TODAY Your Amusement Industry NEWS Leader
INSIDE:
Food and Concessions Spotlight : Pages 7-14
Adventuredome's El Loco newest thriller at Circus Circus
SUBSCRIBE TO AMUSEMENT TODAY (817) 460-7220

Access all of the professional NEWS content you expect from Amusement Today right on your tablet, phone or laptop! Plus, it's Android and iOS compatible!

Try the Digital Edition FREE today at www.amusementtoday.com/digital

Amusement TODAY Your Amusement Industry NEWS Leader

Singing Mushrooms a hit during Kings Dominion's 40th anniversary

DOSWELL, Va. — As part of its 40th Anniversary celebration this season, Kings Dominion worked diligently to recapture some of the original magic that made the park so popular during its first years. Cedar Fair officials wisely realized it would be a great idea to bring back fan-favorites for the festivities. Along with the reboot of the Candy Apple Grove midway, the park's iconic Singing Mushrooms were resurrected and have been a major hit since they debuted this spring.

Though simple in execution, the original Singing Mushrooms struck a chord with visitors during their tenure. The were located in front of one of the stations serving the park's sorely-missed Sky Ride that operated 1975-95. They received international exposure when featured prominently in the 1977 Universal film *Rollercoaster*, which was partially filmed at Kings Dominion.

The new home of the Singing Mushrooms is in the heart of Candy Apple Grove across the midway from the Dodgem ride. A cigar-puffing frog plays piano while a quartet of colorful mushrooms periodically belt out old-time barbershop tunes. They never fail to draw an audience during the performance.

"When Kings Dominion announced its 40th Celebration last fall, the response was overwhelming that our guests wanted to see the popular Singing Mushrooms brought back," said Kings Dominion's Vice President and General Manager Pat Jones. "As an employee and fan of Kings Dominion since the 70s, I am excited to see one of my personal favorites return to the park for a new generation of guests to enjoy."

For its 40th Anniversary celebration, Kings Dominion resurrected the Singing Mushrooms, a beloved fan favorite that was removed many years ago. The park worked closely with California based Garner Holt Productions, Inc. to add 21st century animatronic technology to the quintet. A cigar-puffing frog plays piano while four colorful mushrooms periodically belt out old-time barbershop tunes. AT/SCOTT RUTHERFORD

Garner Holt Productions, Inc. (GHP) from San Bernardino, California was chosen to assist in the refabrication of the Singing Mushrooms. GHP is the world's largest designer and manufacturer of animatronics for theme parks, museums, dining and retail locations. The company has built nearly 4,000 animatronic figures, hundreds of animated props and show action systems. Most recently, they worked on a restoration of the Timber Mountain Log Ride and Calico Mine Ride at Kings Dominion's sister park, Knott's Berry Farm in California.

GHP and Kings Dominion worked together to maintain the rich history of the Singing Mushrooms, but also add 21st century animatronic technology to it. The new Singing Mushrooms have more character to the figures with subtle additional functions not seen in the originals.

—Scott Rutherford

We'll give your guests' taste buds a thrill.
Your hungry guests will flip over pulled-pork sandwiches featuring our world-famous Montgomery Inn Barbecue Sauce.
MONTGOMERY INN
WWW.MONTGOMERYINN.COM

LARSON INTERNATIONAL INC.

PO BOX 638 · Plainview, Texas 79072

(806) 293-1353 · www.larsonintl.com

Giant Loop

Super Shot

Flying Scooters™

Tilt-A-Whirl™

Canada's Wonderland Guardian a first for the industry

Four companies team up to create the one-of-a-kind dark ride inside iconic mountain

STORY: *Pam Sherborne*
psherborne@amusementtoday.com

Canada's Wonderland's new ride, the Guardian, opened in May. It combines the experience of a coaster, a dark ride and gaming. It not only marks the beginning of something brand new for park owner, Cedar Fair Entertainment Co. The experience takes a little over three minutes, including the coaster part. The gaming experience takes place on "the largest interactive screen in the world," measuring 475 feet long and 13 feet high, and includes 64 projectors along the way. COURTESY CANADA'S WONDERLAND

VAUGHAN, Ontario — Wonder Mountain's Guardian is a new breed of ride, a hybrid, combining a coaster, a dark ride and gaming together.

Its creation has had park patrons thrilled and has had park officials and park owner, Cedar Fair Entertainment Co., just looking at the possibilities, which, according to Dave Phillips, Wonderland's vice president, marketing and sales, are endless.

"What is the next generation for us?" Phillips said. "There are so many possibilities. This ride didn't exist."

To look back at how this ride came about, one must go back to 2005 when park officials started looking to do a dark ride inside the mountain, the man-made centerpiece of the park.

That earlier idea never came to fruition but succeeding possibilities years later did.

"We went to Triotech and began conversations with them about two years ago," Phillips said. "We kept going back to them and it just kept getting bigger and bigger. We asked them if they would provide an interactive 3D ride experience that moves 1.5 meters per second.

"They were up for the challenge and here we are," he said.

Triotech, located in Montreal, is a leader in multi-sensory interactive attractions having created advanced immersive and interactive media-based simulators with installations in over 40 countries.

ART Engineering GmbH, Oberried, Germany, was brought on board for the ride design and train manufacturer. In addition, park officials hired Kubes Steel, Stoney Creek, Ont., and Richmond Welding and Iron Works LTD., Gormley, Ont., to prepare the mountain for the ride and for other construction necessities.

"There was a great connection between everyone," Phillips said. "A lot of this was so new to us. For example, I was used to proofing artwork from companies, but here I was, proofing artwork that was to be animation. I was looking at things that looked one way in one piece of art, then there was a character in another position. It was certainly different, but exciting."

The ride opened in May. The journey begins with a coaster climb up the side of Wonder Mountain, followed by a quick descent into the core of the mountain. This ride takes guests further into Wonder Mountain than any attraction has before. Although Thunder Run spirals into the depths of the mountain, Guardian brings passengers up the side and down into its very core.

Riders enter the cavernous new world of mythical creatures and navigate through five layers of a 4-Dimensional medieval world. Riders find themselves in the heat of the battle with guardians of the dragon's treasure.

While immersed in this interactive experience, riders have an opportunity to showcase their gaming skills as they compete against their fellow riders in a bid to land a coveted spot in the Wonder Mountain's Guardian Hall of Fame.

Passengers never stop along the way. They play as they move along the "longest interactive screen in the world."

"This screen is 475 feet long by 13 feet high," Phillips said. "It is always in motion. There are 64 projectors along the way. "

The ride culminates as passengers enter the dragon's lair for the ultimate battle with Lord Ormaar, then experience a finale that was not disclosed until the ride opened.

That finale is a drop.

"It is more of a free fall," Phillips said. "Riders go to another level inside the mountain as wind carries them out. It is quite a shock. I mean, here they are fighting this battle and then just drop out of sight. When they come out of this ride, there is constant chatter."

On the way out of the ride, players get to view a large screen that shows their gaming scores and how they ranked against other passengers.

Phillips said plans are to turn the ride into a zombie experience during the park's Halloween event this year.

FAST FACTS

Name/Park
Wonder Mountain's Guardian/ Canada's Wonderland, Vaughan, Ontario

Type
Interactive 4D dark ride and coaster combo

Ride Length/Footprint
1,000 feet/23,180 sq.ft.

Trains/Capacity
5 trains seating 8 passengers per train/ 650 per hour

Height restrictions
42-48 inches accompanied, 48 plus, unaccompanied

Ride Manufacturers
Interactive Media Content: Triotech, Montreal
•
Ride Design and Train Manufacturer: ART Engineering GmbH, Oberried, Germany
•
Coaster Track Fabricator: Kubes Steel, Stoney Creek, Ont.
•
Ride Column Fabricator: Richmond Welding & Iron Works Ltd., Gormley, Ont.

Opened
May 2014

THIS IS HOW WE ROLL

RMC

Reriding coaster history

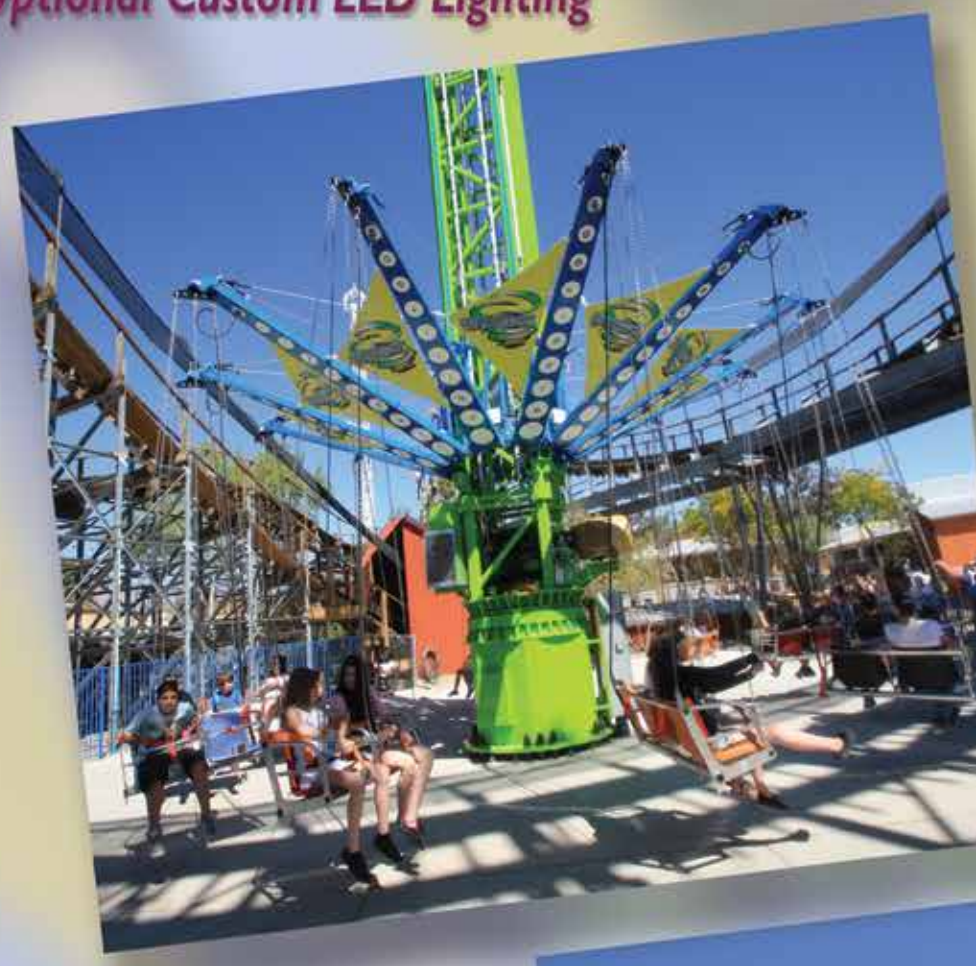
(208) 772-8181
www.rockymtnconstruction.com

IBox Track Patent US 8,590,455 | Topper Track Patent Pending

Vertigo

Thank you! To Our 2014 Park Vertigo Customers
Cliff's Amusement Park
and Wildlife World Zoo

- 130 Feet Tall
- 24 Capacity
- Magnetic Brake System by Velocity Magnetics
- Optional Custom LED Lighting



A.R.M

1506 Fernwood Road • Wintersville, OH 43953
Phone: 740-264-6599 • Fax: 740-266-2953
WWW.ARMRIDES.COM

IAAPA MEMBER

OABA

Photos courtesy of *Amusement Today*

San Diego County Fair draws second best attendance to 2014 event

SAN DIEGO, Calif. --The San Diego County Fair, Del Mar, Calif., presented by Albertsons/Sav-on wrapped up last month, after 24 days.

Attendance came in at 1,457,130, the second highest attendance ever.

The top rides on the independent midway this year were, in order from number 1-6:

- Crazy Mouse, owned by S&J Enterprise, manufactured by Reverchon;
- Grand Wheel, RCS, Carousel Holland;
- Sky Ride, RCS, Seatrek;
- Magnum, Wood Entertainment, Mondial;
- G-Force, Southern Cross Rides, KMG;
- Fast Trax, State Fair Spectaculars, Fabbri.

Each year, the fair has a one-year-only featured exhibit. This year, the fair presented the J.F.K. Experience, an exhibit commemorating the 50th anniversary of John F. Kennedy's assassination, including many personal items once owned by the President and First Lady Jackie Kennedy.

The Fab Fair theme building presented two Beatles photographic exhibits never-before-seen in California. One included photos taken by *LIFE* photographer Bill Eppridge who captured the Fab Four's first U.S. tour that went to 20 U.S. cities including San Diego.

The other, called "Give Peace a Chance," commemorated John Lennon and Yoko Ono's historic "bed-in" for peace, which lasted May 26-June 2, 1969 in Suite 1742 of Montreal's Queen Elizabeth Hotel. *LIFE's* Gerry Deiter was the only photographer present in their hotel room for all eight days of the bed-in.

The fair saw successes in its food and drink operations, entertainment areas, and agricultural exhibits and sales.

—Pam Sherborne

Rosedale feeling lucky in 2014, three new attractions debut

STORY: *Pam Sherborne*
psherborne@amusementtoday.com

Tom Gaylin, Rosedale Attractions and Shows, refurbished his Chance Trabant this past winter. He purchased it about four years ago. He also dressed up his midway with custom-made screens. The artwork for the screens was done some years ago by *AT*'s Sue Nichols, who he had commissioned to do a mural of his carnival. He had Chestnut Apparel reproduce the art onto the screens. His staff made the aluminum frames. AT/SUE NICHOLS

SYKESVILLE, Md. — Tom Gaylin, Rosedale Attractions and Shows, was feeling very lucky when *Amusement Today* reached him while he was playing the Winfield Community Fire Department Carnival, July 7-12.

"We have been very fortunate this year with the weather," Gaylin said. "And, with the good weather we have experienced, the folks have come out. We are doing very well so far."

Gaylin, the second vice chair for the Outdoor Amusement Business Association, said he carries between 25 and 30 rides on the road during the season. He was to stay in the Maryland area for the next two weeks after the Sykesville event, playing the Urbana (Md.) County Fair, July 14-19, and the Mt. Airy (Md.) Volunteer Fire Carnival, July 21-26. Then he was to move into Virginia for that route.

In Virginia, he starts out with the Greene County Fair, Stanardsville, July 29-Aug. 2, and the Albermarle County Fair, North Garden, July 30, -Aug. 1 and 2.

Then, it will be on to the Augusta County Fair, Fishersville, Aug. 5-9; Richmond County Fair, Warsaw, Aug. 12-16; and the Chesterfield (Va.) County Fair, Aug. 22-30, the latter being a new fair date for him this year.

Following the Virginia dates, Gaylin will move his show back into Maryland until about the first week in October.

"We begin to shut down after that, but we do play some fall festivals later on," Gaylin said.

The carnival opens its season the first of April.

Gaylin said he purchased three new attractions for this season. He purchased a Cliff Hanger, bought used from Battech Enterprises, the manufacturer of the ride. Gaylin said Reithoffer Shows had the ride but had traded it in on a Zero Gravity, also by Battech.

He also purchased a new Puppy Roll from Gold Star Amusements and a new inflatable from Wapello.

"During the off season this past year, we totally redid our (Chance) Trabant," Gaylin said. "We bought it about four years ago from Skelly's Amusements and have had it on the road since. We just decided to redo it this past winter."

Gaylin also had some new custom-made screens made for his midway. Some years ago, he said he commissioned *Amusement Today's* Sue Nichols, who also is an industry artist, to do a watercolor of his carnival.

He had seen some decorative screens on other midways, but thought he would put a personal touch to his. He had Chestnut Apparel reproduce that watercolor onto the screen fabric. His staff made the aluminum frames.

Each screen is five feet high and eight feet long. Gaylin said they sit about four inches off the ground.

"They look great," Gaylin said. "They have really dressed up the midway. People get their photos taken in front of them."

Factory wholesale pricing! • Over 100 designs available! • Made in the USA
SIPPERS BY DESIGN
Toll Free: (800) 395-9980 • email: lisa@sippersbydesign.com • www.sippersbydesign.com

CARNIVAL MARKET PLACE

WISDOM RIDES

P.O. Box 238
Merino, CO. 80741

800-634-6097 970-522-7515 Fax: 970-522-2902

info@wisdomrides.com www.wisdomrides.com

Keep our carnival and fair industry strong!
Buy products and services from these suppliers.

CARNIVAL LIGHTS

COMPILED: Pam Sherborne, psherborne@amusementtoday.com

Washington State Fair, Puyallup, officials were busy mid-summer getting out the word about discounts and promotions for the 2014 fair set for Sept. 5-21. Local retail establishments were selling Value Packs for discounted gate admission as well as food and rides. Advance gate tickets were on sale as were the Comcast Dizzy Passes, online discounted tickets for admission, rides and one free game. The 2014 Season Pass was going for $29.95 for adults and $19.50 for students. The Season Pass allows unlimited admissions as well as savings on parking, concerts, and merchandise.

Highlights planned for this year's event includes the 360 Degree World Tour, a 360 degree projection experience that will take visitors on a tour of some of man's most amazing achievements such as pyramids of Giza, Machu Picchu, Apollo 11 Moon Landing, and the Urban Adventure Race, a fun run combined with the physical demand of an obstacle race and social interaction of a community-wide game of Twister.

There will be a Coke kiosk on the grounds where visitors can purchase a can of Coke donned with the Coke logo as well as the visitor's name.

And, of course, there will be stage entertainment, fireworks, shopping and the fair's wide array of food and beverage selections.

•

Before fireworks shot into the sky on the night of July 4, flames swept through parched brush behind **Cal Expo**, Sacramento, Calif., and threatened to cancel the area's biggest pyrotechnic display.

But that night – the Fourth of July – would still have its traditional fireworks,

Cal Expo and fire officials determined in the end, allowing colorful explosions to burst forth across a sky blanketed by smoke hours earlier.

As California faces the worst drought in a generation, firefighters were stretched across the Sacramento region on July 4 as flames threatened structures and celebrations on the state fairgrounds. Ashes fell miles from where fires laid waste to dry brush.

Smoke from the Cal Expo fire was visible throughout much of the city and nearby suburbs after the fire began about 1:30 p.m. One firefighter suffered a minor injury, and 10 vehicles on the Cal Expo grounds were damaged. By 5:30 p.m., dozens of fire units from across the region had controlled the blaze.

Organizers originally expected 10,000 people to show. Some stood outside the gates and tried to avoid the heat by eating cold sandwiches and popsicles.

Earlier in the day, officials evacuated about 3,000 people at **Raging Waters** due to concerns about smoke inhalation. A soccer game that was set for the grounds early in the day was canceled.

But, at the 5 p.m. scheduled start time of the July 4 celebration, festivities began.

The 40-acre fire scorched a back area rarely observed by fairgoers. The Cal Expo was held July 11-27.

•

The new 40,000 square foot **First Bank & Trust Pavilion** is ready to house cattle during this year's **State Fair of Virginia**, set for Sept. 26-Oct. 5, located at the Equine and Livestock Complex of **The Meadow Event Park**, Doswell, Va. The building will provide a covered area during the fair. At other times it can be used for horse shows, rodeos, canine agility competitions and other events.

"This is a much-needed addition to this beautiful 330-acre property," said **Glenn Martin**, state fair livestock and equine events manager. "It will enhance our facilities and give livestock a permanent home during the state fair."

State-level 4-H and FFA livestock shows are held at the fair each year. Winning youth receive more than $70,000 in scholarship money. Other livestock events are held during the fair as well.

First Bank & Trust Co. has secured naming rights for the building over the next decade.

•

The **Salinas Valley Fair**, King City, Calif., which takes place during May of the year, has hired **T.J. Plew** as its new manager/CEO.

Plew, a veteran event manager of public and nonprofit organizations, was CEO of the **Sacramento County Fair**, where she successfully transitioned the fair from a free event to a paid gate while maintaining attendance levels.

She was employed at the **California Exposition & State Fair** where she held several positions, including manager of the 3.5-acre demonstration farm, grounds entertainment manager, California's Grape & Gourmet event coordinator, State Fair Gala coordinator and administrative assistant to the marketing and sponsorship manager.

Plew has a bachelor of science degree in agribusiness from Cal Poly San Luis Obispo. Plew lives with her family in King City.

•

This year, for the first time, organic materials such as food scraps and related paper products will be collected at the **Dakota County Fair**, Farmington, Minn., Aug. 4-10, and later taken to a local facility for composting.

Volunteers will be used at waste stations throughout the fairgrounds to help instruct the public on what to recycle and to highlight why recycling is important.

•

The **South Dakota State Fair's** Capital Campaign working to raise money for building of a new 4H exhibit hall is now a little over half way to its goal. State Fair Manager **Jerome Hertel** says First National Bank has now given $50,000 for the Nordby Exhibit Hall for the fair held in Huron and set this year for Aug. 28-Sept. 1.

Hertel said they're hoping to have everything in place to be able to open in time for the 2015 South Dakota State Fair.

The reason for their success with donations so far is attributed to the desire to support 4H and the young people in the state who will be the leaders of tomorrow.

•

Have carnival, midway, state fair or festival news of interest? Email it to Pam Sherborne for inclusion in Carnival Lights!

psherborne@amusementtoday.com

Russ Amusements recently played the six-day Shrewsbury (Pa.) Volunteer Fireman's Annual Carnival where they have done so the last 50 years. They took 17 rides to the event. New this year were an SBF Truck Ride and a Wisdom Tornado.
AT/B. DEREK SHAW

Russ Amusements plays six-day Shrewsbury, Pa. firemen's carnival

SHREWSBURY, Pa. — Russ Amusements have been in business well over 100 years, started by Russ Boyer, grandfather of the present owner, Jim Boyer. They have been playing the six day Shrewsbury Volunteer Firemen's Annual Carnival (June 23-28) for over 50 years, where *Amusement Today* caught up with them.

Based in Wellsville, York County, Pennsylvania, Russ Amusements plays about 20 dates each year in South Central Pennsylvania and Northern Maryland. The traveling operation continues under the direction of grandson Jim and his sons, Kristin and Steve, who are fourth generation to the business.

Their ride arsenal consists of 17 rides (14 of which played Shrewsbury – six majors, eight kiddie and 13 food and game joints). New to the show this year are an SBF Truck Ride and a Wisdom Tornado.

In talking about the Shrewsbury (Southern York County, Pa.) spot this year, Boyer replied, "Good, We're pretty happy." He continued, "Fireman's carnivals in this area normally get people out to support them."

Russ Amusements season began in early April, booking a few rides in with a Majestic Midways (Jake Iners) spot and will end mid-September. Winter quarters are also in Wellsville, Pa.

When asked about their routing, Boyer said, "A big move for us is 100 miles. Four miles and then sometimes 60 miles, is typical." Referring to their travel, Boyer said, "We don't own a bunk house or a house trailer. It's all good."

—B. Derek Shaw

MANY MAJOR MANUFACTURERS

Available Under One Roof!

RIDES 4U

SBF VISA

S&S~SANSEI TECHNOLOGIES INC

KMG

RIDES 4U

221 EVANS WAY, SUITE E • SOMERVILLE, NJ 08876
PHONE: (908) 526-8009 • FAX: (908) 526-4535 • WWW.RIDES4U.COM

RIDES 4U

BUSINESS & CLASSIFIEDS

AIMS News — Page 39 / MarketWatch — Page 41 / PeopleWatch — Page 42 / Classified — Page 43

Great Coasters, Skyline team up for wooden coaster projects

SUNBURY, Pa. — Clair Hain Jr., President and co-founder of Great Coasters International, Inc. (GCII), recently announced that three staff members (Jeff Pike, Evan Souliere and Chris Gray) were departing GCII to form their own company (Skyline Attractions) and pursue additional interests. At the same time, Hain also confirmed that the two companies have agreed to cooperate closely on wood coaster design and engineering for the foreseeable future.

"These guys have been great for GCII for a long time and are leaving to follow some separate dreams in addition to the wood coaster work we will be doing together," said Hain. "Jeff, Evan and Chris have echoed our desire to keep working closely together supporting Adam House, Adam Yerdon and Anya Lehrner in our engineering offices in Cincinnati, as well as our assembly and construction efforts based in Sunbury.

"Jeff was trained by Michael Boodley, and for years he has been passing more and more of GCII's knowledge and responsibilities to our hand-picked engineering team in Cincinnati," added Hain. "Even so, these guys are friends, they are great at what they do. I wish them the very best and we are all very happy we will continue to work together."

Great Coasters traditional wood coasters and Millen-

▸ See GCII, page 36

Four industry veterans launch Skyline Attractions

ORLANDO, Fla. — While continuing to work closely with Great Coasters International, Inc. on select wooden coaster projects, Jeff Pike, Evan Souliere and Chris Gray have joined with Bill Wydra to found Skyline Attractions, LLC. They plan to bring their lifelong passion for amusement parks and new ideas to life through Skyline Attractions, LLC and a subsidiary company, Skyline Design, LLC. The partners described the details:

"We're thrilled to announce the forming of the Skyline companies. We'll be providing amusement operators of all sizes with amazing rides and devices year after year.

"We got together some time ago and discussed the shortcomings in what manufacturers offer to the amusement industry – an industry we all love. We're here to fill those gaps. For years, we have been hearing operators asking "What's new?" and "Where to next?" Skyline's mission is to answer these questions with new and innovative attractions for fixed-site and traveling facilities every year."

"Skyline Attractions, LLC will allow the four of us to harness our combined talents and focus our passion to bring to market new and exciting experiences that our customers' guests are going to love. We will deliver fun, safe, and reliable American-built attractions using high-quality components, impeccable attention to detail, and first-rate customer service. The first of several of those new ideas is already in development, and there are dozens more we are eager to begin work on.

"Our subsidiary company, Skyline Design, LLC, is tasked with the research and development of the innovative new ride and game concepts to be distributed by Skyline Attractions. We will also invent proprietary ride devices as we seek to integrate technology into our product line that will have broad applications throughout the industry. Additionally, we will support industry customers in achieving their amusement goals with our technical and operational knowledge, including cooper-

▸ See SKYLINE, page 36

Cedar Fair celebrates summer by ringing The NYSE Closing Bell at Cedar Point

SANDUSKY, Ohio — Cedar Fair Entertainment Company, based in Sandusky, Ohio, hosted the New York Stock Exchange Closing Bell ceremony at its flagship park, Cedar Point, also in Sandusky, Ohio. Cedar Fair's president and chief executive officer, Matt Ouimet, kicked off the summer season as he rang The Closing Bell on July 2 amidst a celebration at the park's front gate plaza.

"We are very pleased to be able to celebrate the start of summer here at Cedar Point with the NYSE, our employees, our investors and our guests," said Ouimet. "It is an honor that the NYSE has chosen to bring Wall Street to the shores of Lake Erie to celebrate FUN.

"As we look forward to the peak vacation months of July and August, we remain confident that we are poised to achieve our fifth consecutive year of record results," Ouimet continued.

Ouimet stated that early-season revenue trends were positive through Sunday, June 29, 2014, up approximately 1 percent on a comparable-park basis. It expects to achieve net revenues in the range of $1.16 billion to $1.19 billion and Adjusted EBITDA in the range of $435 million to $450 million. The company also remains on track to achieve its FUNforward long-term growth goal of $450 million in Adjusted EBITDA at least one, if not two years, earlier than its original target of 2016.

Quassy debuts new cashless card system

Quassy's Eric Anderson stands at a kiosk in the redemption arcade which is part of the park's new cashless card swipe system. Quassy Amusement & Waterpark, Middlebury, Conn., installed the new system this spring to incorporate more than 100 arcade games and the Quassy Quest Laser Maze. It is the first step the 106-year-old park has taken in going cashless. Core Cashless of Lenexa, Kan., is the supplier. COURTESY QUASSY

EUROPEAN SPARE AND REPLACEMENT PARTS IMPORTER
SINCE 1982
NORTH AMERICAN PARTS INC.
61C AERO DRIVE,
CHEEKTOWAGA, NEW YORK
USA 14225
PHONE: (716) 839-4791
FAX: (716) 839-4506
EMAIL: parts@nap-inc.com
www.nap-inc.com
SERVING THE AMUSEMENT INDUSTRY WE'VE KEPT YOUR RIDES IN MOTION SINCE 1982

Great Wolf stakes California territory

Madison, Wis.-based Great Wolf Resorts, Inc. (GWR), broke ground for its 13th lodge in Garden Grove, Calif., on May 21. Great Wolf Lodge Southern California, the nationwide company's first foray into the Golden State, is slated for a 2016 opening and will feature over 600 themed suites and a 100,000-square-foot indoor water park. GWR CEO Kim Schaefer (pink jacket) officiated the ceremony, and she is flanked here by (from far left) Kris Beard, City Council, Garden Grove; Derrek Kinzel, Great Wolf Lodge regional vice president; Chad McWhinney, CEO and co-founder, McWhinney Real Estate Services; Bruce Broadwater, mayor, Garden Grove; Steve Jones, City Council, Garden Grove; Dina Nguyen, mayor pro tem, Garden Grove; and Christopher Phan, City Council, Garden Grove. The property, a joint venture between GWR and McWhinney, will become the brand's largest resort. COURTESY GREAT WOLF RESORTS

BUSINESS NEWS OF INTEREST

Parques Reunidos aqcuires Miami Seaquarium

MADRID, Spain — Parques Reunidos, a leading global leisure park operator, announced that it has completed the acquisition of Miami Seaquarium in South Florida. This acquisition reinforces Parques Reunidos' presence in the U.S. market, where it owns and operates more than 38 parks through its subsidiary Palace Entertainment.

Miami Seaquarium is the longest continuously operating oceanarium in the United States. The park has grown steadily during the past half century and today offers eight different marine animal shows and presentations each day and provides a fun-filled mix of exhibits, shows, attractions, food and shopping opportunities. Miami Seaquarium, located in Virginia Key (Miami-Dade County), attracts more than 650,000 visitors each year and is recognized as South Florida's most popular gated attraction.

BP Capital Group acquires Wild Waters

OCALA, Florida — BG Capital Group, based in Bridgetown, Barbados, has acquired Wild Waters, Ocala, Florida's largest water park, announced Board Chairman, Bobby Genovese, and Silver Springs Management President and CEO, Arden Tilghman.

Silver Springs Management, LLC (SSM) was purchased by BG Capital Group last year as part of a three-year deal with the Florida Department of Environmental Protection (DEP) to assume concessionaire management of the park, which reopened October 1, 2013.

"I saw an incredible opportunity to reunite the Ocala-Marion County community with what made Silver Springs famous: its water," says Genovese, and the same is true of Wild Waters. "Both parks are phenomenal resources that need and deserve to be protected and shared with nature-loving travelers."

Bringing Wild Waters back to its original glory is going to be a slow process, which is why we felt it vital to the community that we keep the park open during the renovation so that residents can use the sections of the park that are on line, explained Tilghman. After careful review and planning with the DEP, SSM began renovations and staffing for the park's June reopening. "We couldn't be happier to be taking on this project. Wild Waters is such an important property in the community, and we look forward to restoring its significance in the coming months."

S&S to build two tower rides for Fengyuan Group in China

LOGAN, Utah — S&S Worldwide, Inc., a division of S&S-Sansei Technologies, Inc., has announce that it has signed a contract with Fengyuan Group Co., Ltd. (referred to as "Everfashion"), in Fushun, China, to design and build two tower rides for their new amusement park. The rides are planned to open in the spring of 2015.

Dreamworld and Castle Resort at Hot Go Park, currently under construction, is a world-class theme park being developed in the Fushun City Bay Economic Development Zone. With themes including "wonder, dream, sci-fi, horror, myth, adventure, and cartoon," the resort will feature six lands and more than 20 attractions, based on the world's most beloved stories and genres.

Wei Qiang, project manager for the park management at Everfashion said, "The Double Tower is a popular addition to the amusement complex in our park. This addition will provide thrills and excitement, elevating our guest experience. We are very pleased to be working with S&S, as their solid reputation in the amusement industry and the high quality of the product is appropriate to our expectations."

As one of the largest U.S. manufacturers of major amusement rides and roller coasters (450 rides and roller coasters in 33 countries), S&S has enjoyed the opportunity to complete a large number of amusement rides for park sites in China. Tim Timco, vice president of Sales and Marketing for S&S said, "We appreciate this opportunity to work with Everfashion, and we are confident our tower rides will enhance the visitor experience at their new park."

Timco added, "Our relationships in China are an important aspect of our global presence. We value our Chinese customers and look forward to announcing more projects in China in the near future."

GCII

Continued from page 35

nium Flyer trains are widely praised for the quality and workmanship. Operating since 1995, GCII is owned and operated by Clair Hain Jr. based in Sunbury, Pa. GCII has constructed 23 wood coasters since then, as well as assisted in the improvement and revitalization of dozens of wood coasters designed and constructed by others.

Amusement Today spoke with Clair Hain while he was visiting the company's offices in Cincinnati. He confirmed that GCII's core is strong and committed to continue producing award-winning wooden coasters as well as a host of new products that will be unveiled at upcoming industry trade shows.

—Compiled by Scott Rutherford

SKYLINE

Continued from page 35

ating closely with Great Coasters International, Inc. on select wood coaster ride designs.

"Our history and experience are huge benefits, but balancing experience and new talent will be critical to Skyline's long-term success. We will always be looking for fresh ideas to keep Skyline awesome.

"We're focused on garnering respect from our customers and employees through fair and responsible business practices, and we look forward to building real relationships with our customers as we develop our ever-growing product line."

In the coming weeks Skyline will release information about their first product, officially launching on August 1.

Jeff Pike, Chris Gray, and Evan Souliere, formerly of Great Coasters International, Inc., have a combined 40-plus years of experience in the design, sales, operation, and maintenance of amusement rides, including more than 25 percent of the world's operating wood coasters. Bill Wydra has founded several successful companies, most notably Ash-Tec, Inc., a high-quality custom contract metals manufacturer providing amusement equipment for almost 20 years.

—Compiled by Scott Rutherford

Fisher-Price lays tracks for first Thomas Land in North America

Thomas & Friends attraction to debut at Edaville USA in 2015

SOUTH CARVER, Mass. — Thomas the Tank Engine, along with his friends and favorite destinations from the Island of Sodor, will come to life next year with the opening of the Thomas Land theme park within Edaville USA, a family amusement park and heritage railroad located in South Carver, Mass., convenient to the greater Boston and Providence areas. Thomas Land will be the largest permanent Thomas & Friends attraction in North America.

The new park is currently in development by Jon Delli Priscoli, owner of Edaville USA, in close partnership with HIT Entertainment, one of the world's leading preschool entertainment companies, and a division of Fisher-Price. Thomas Land is slated to open in early summer 2015, with an official ground breaking in early July.

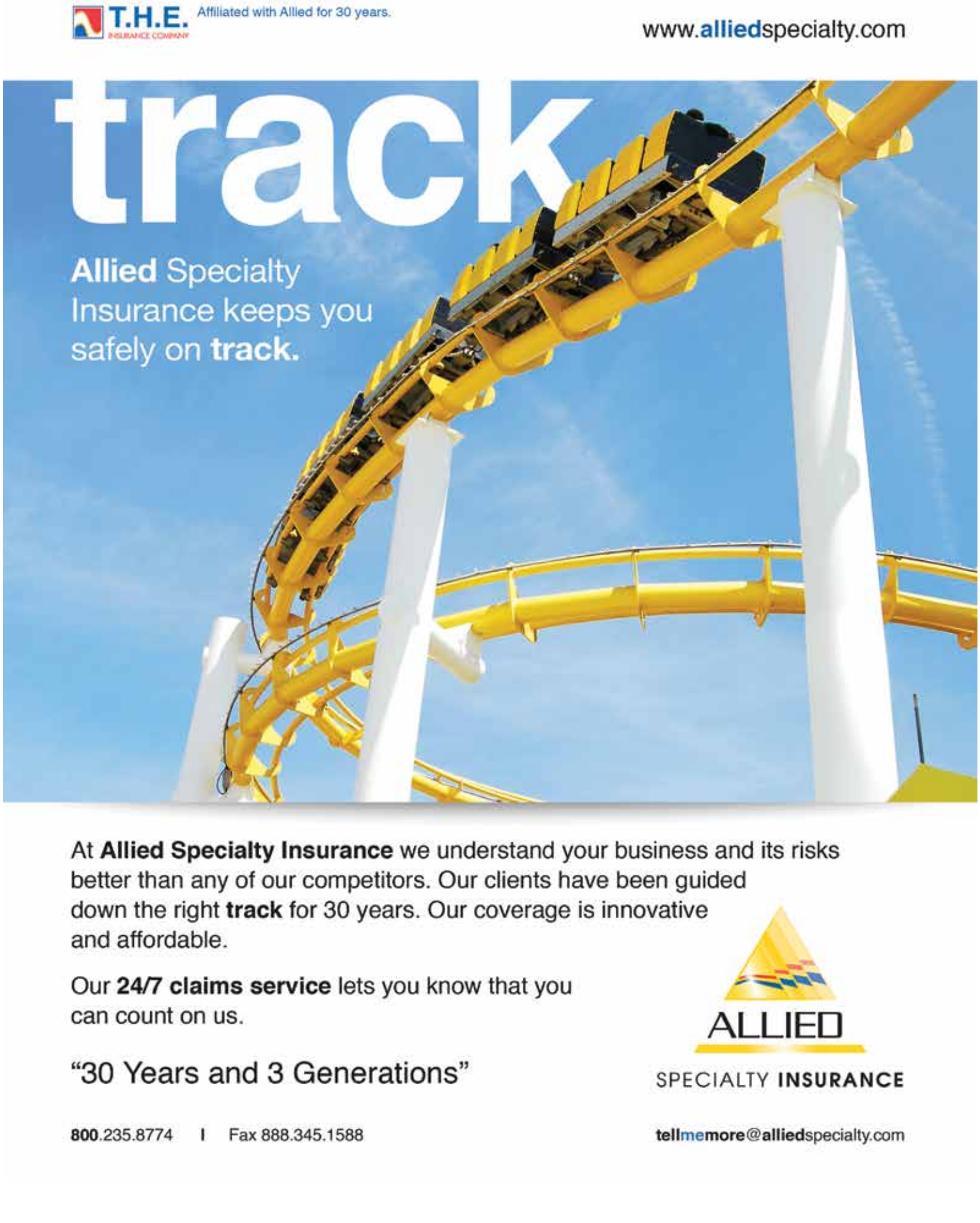
Sid Mathur, vice president, The Americas, HIT Entertainment, said: "As we approach Thomas & Friends' 70th anniversary in 2015, Thomas Land is Thomas' next great destination and a testimony to Thomas the Tank Engine's enduring popularity. We're thrilled to partner with Edaville USA to open this new family attraction that Thomas fans have been waiting for. With its emphasis on a quality family experience, and given our long time partnership through the Day Out With Thomas tour, Edaville is the perfect partner for Thomas Land."

Delli Priscoli, said, "Edaville USA has been a family friendly destination for Thomas fans for more than 13 years as a host railroad for the popular Day Out With Thomas tour. Since Day Out With Thomas first came to Edaville, we've always envisioned opening a larger Thomas theme park. Thomas Land will be a one-of-a-kind Thomas experience, and we're looking forward to bringing the magic of the Island of Sodor to life here at Edaville."

Set in a lush New England landscape, the new Thomas Land will cover 11.5 acres and boasts 14 rides based on Thomas & Friends and the Island of Sodor. Attractions at Thomas Land will feature a 20-minute long, scenic train ride on a life-sized Thomas the Tank Engine, and theme park favorites including a roller coaster, drop tower, Ferris wheel, soft-play area and much more.

All of the rides and attractions will feature beloved characters such as Thomas, Diesel, Toby, Cranky the Crane, Harold the Helicopter, and more favorites. Guests can visit familiar destinations around the Island of Sodor like Tidmouth Sheds, Knapford Station, and Brendam Docks. Sir Topham Hatt, Controller of the Railway on the Island of Sodor, will be on site to greet and take photos with guests. More details will be revealed in the coming months leading up to the park's grand opening.

There are currently two other Thomas Lands in operation worldwide. The first was opened in 1998 at Fujikyu Highland amusement park in Japan, 90 minutes from Tokyo. The second Thomas Land, and Europe's first, was opened in 2008 at Drayton Manor Theme Park in the U.K. Together, both parks attract nearly 3 million visitors each year.


T.H.E. INSURANCE COMPANY
Affiliated with Allied for 30 years.
www.alliedspecialty.com
track
Allied Specialty
Insurance keeps you
safely on track.
At Allied Specialty Insurance we understand your business and its risks better than any of our competitors. Our clients have been guided down the right track for 30 years. Our coverage is innovative and affordable.
Our 24/7 claims service lets you know that you can count on us.
"30 Years and 3 Generations"
ALLIED
SPECIALTY INSURANCE
800.235.8774 | Fax 888.345.1588
tellmemore@alliedspecialty.com

Carowinds, California's Great America receive multi-use venues

Carowinds Harmony Hall's 26,500 square feet can seat 500; Great America Pavilion to host 49ers Red Zone Rally pregame

CHARLOTTE, N.C. and SANTA CLARA, Calif. — As part of their multi-year expansions plans, two Cedar Fair properties, Carowinds and California's Great America, have introduced sprawling new restaurant/multi-use entertainment venues.

Harmony Hall Marketplace

Carowinds' new Harmony Hall Marketplace is a new dining and entertainment facility that offers a variety of unique dining options and live shows throughout the day. The venue greatly expands the choices for park guests looking to enjoy a meal or show.

"We want both thrill-seekers and their family and friends to have a place to come together, have some great food, enjoy a show, and relax," said John Taylor Carowinds marketing director. "Folks can refresh and cool down, then head out and enjoy more coasters and fun in the park."

Known for coasters and thrills, the amusement park located in Charlotte on the North, South Carolina border is in phase one of a multi-year expansion plan. Crediting growth in the Charlotte area, Cedar Fair is investing more than $50 million in the park over the next few years to update and improve every aspect of the guest experience from rides and dining to entertainment and infrastructure. Harmony Hall is the latest improvement, offering guests new and delicious dining options with a focus on expertly prepared food made with fresh ingredients. The menu features a variety of favorites like Carolina style BBQ, summertime classics from the grill, healthy salads, custom made pizzas, baked goods and more. Guests can also choose from hundreds of specialty drink options from the Coke Freestyle beverage stations at the Drink Depot.

"We're elevating the choices for guests looking for a quality dining experience," said E.J. Randolph, Carowinds food and beverage director, "We want a stop at Harmony Hall to be an important part of sharing a fun day at the park with family and friends."

Located adjacent to the lift of the park's largest coaster The Intimidator, Harmony Hall seats up to 500 people and features an open design with restaurant stations, seating area, stage, and bar area within 26,500 square feet of air conditioned space.

In addition to the new dining options, Harmony Hall will offer a number of live shows. Kickin' Country entertains guests every afternoon with hourly shows featuring country favorites. Today's performers are taking their place on a stage filled with Carowinds history. Harmony Hall Marketplace is named after one of the park's original theaters that entertained guests through many decades. As the park grows and expands it aims to fill the needs of modern guests while honoring its rich past as the Carolinas destination for entertainment, thrills and fun.

Great America Pavilion

California's Great America, the official amusement park of the San Francisco 49ers, will soon open Great America Pavilion, an 18,000 square foot multi-purpose facility that is home to the Red Zone Rally pregame event for all 49ers home games, as well as other Levi's Stadium events.

"We're very excited to be partnering with the 49ers on the Red Zone Rally pregame events," said California's Great America Vice President and General Manager Raul Rehnborg. "For 49ers fans and attendees of other Levi's Stadium events, Great America Pavilion will be the perfect venue to enjoy the game-day atmosphere, dine on delicious food offerings and easily access Levi's Stadium, which is located adjacent to the new facility. Great America's park guests will enjoy the benefits of Great America Pavilion and it will be an ideal setting for first-class corporate and community events throughout the year."

"Our neighbors at Great America deliver family-friendly entertainment on a daily basis and we're excited to have them share their brand of hospitality on 49ers game days," said 49ers Chief Operating Officer Al Guido. "The Red Zone Rally will be a tremendous pregame destination for 49ers fans."

During 49ers home contests, the Red Zone Rally at Great America Pavilion opens three hours prior to kickoff, features flat screen televisions throughout, San Francisco 49ers Gold Rush cheerleaders and alumni, an array of live entertainment, interactive activities and incredible dining options.

First to go on sale for the Red Zone Rally is the 10-game season package that includes Great America Pavilion access for all preseason and regular season contests. tadium.com/tickets.

Great America Pavilion is also one of the Bay Area's premier venues for corporate meetings and catered events, holiday parties and product launches. On non-game days, Great America Pavilion can be utilized as a single facility, or be divided into three distinct areas, and includes a floor to ceiling stone fireplace, complete audio and visual capabilities, and high-end catering amenities.

—Compiled by Scott Rutherford

Carowinds new mixed-use Harmony Hall features seating for 500 guests in the restaurant and show area, or guests in a hurry can grab pre-packaged food items in the Marketplace. AT/SCOTT RUTHERFORD

Opening soon at California's Great America is the 18,000 square foot Great America Pavilion located near the park's main gate and adjacent to the parking lot. The facility will be home to the Red Zone Rally pre game event for all San Francisco 49ers home football games. The 49ers move into the adjacent Levi's Stadium this summer. COURTESY CALIFORNIA'S GREAT AMERICA

AIMS INTERNATIONAL

NEWS & NOTES

www.aimsintl.org

Amusement Industry Manufacturers and Suppliers International, Ltd.
3026 S. Orange • Santa Ana, Calif. 92707
Phone: (714) 425-5747 • Fax: (714) 276-9666
Email: aims.office@gmail.com • www.aimsintl.org

AIMS Member Spotlight: Ralph S. Alberts Co., Inc.

This month, AIMS News & Notes visits with Seth Alberts, vice president of Ralph S. Alberts Co., Inc.

Alberts

What services or products does your company provide to the amusement industry?

For more than half a century, R.S. Alberts Company has been manufacturing and delivering high quality and uniquely designed custom molds, foam safety padding and fiberglass resin products for amusements parks and amusement ride manufacturers. Our flagship product, amusement ride safety padding, is offered in a variety of different colors, densities and designs, satisfying theming desires all the while providing a safer environment for the passenger.

How did your company come to be involved in the amusement industry?

Our company was founded in 1963 by my grandfather, Ralph S. Alberts. At the time, he was operating as a resin salesman and creating tools, jigs and dyes in the basement of his home. With the knowledge of both, he developed a foam crash pad for one of the first Piper Cub aircrafts which at the time was being manufactured less than 20 miles away. Through word of mouth, Hersheypark discovered Ralph's use of foam padding and considered it an ideal replacement for the worn upholstery on their log flume, the Mill Chute. Today, using the same principals, technology and chemistry my grandfather had in his basement, we now operate with 65,000 square feet of of manufacturing space, have 100-plus employees and have grown our relationships to include nearly every amusement park and manufacturer within the industry.

What makes your company different from your competitors?

I believe R.S. Alberts' greatest competitive advantage to be our ability to offer one-stop-shop service. We receive existing parts, remove worn or aged padding from the substrate, sand blast, perform NDT testing, apply fresh powder coat and then re-foam; supplying the customer with a safe, complete part at a competitive price. In combination, we also have the ability to cost-effectively design and manufacture custom tooling, allowing us to meet specific design criteria and offer a lifetime of product replacement.

What are some of the challenges your company faces within the amusement industry today?

I think the biggest challenge we face are the demands associated with both custom designs and extreme theming. As rides continue to get bigger, faster and more unique, the designs, colors and dynamics associated with the ride padding becomes more difficult to create in parallel. However, I think our ability to achieve what some may deem "the impossible" is also what gives us a competitive edge.

How long has your company been a member of AIMS?

R.S. Alberts Company has been a member of AIMS since its inception. However, our company's president, my father, Ed Alberts, taught safety classes long before the association's establishment. Many of those classes were held in conjunction with IAAPA, NAARSO or regional associations such as PAPA, NJAA and NEAAPA.

How does your company benefit by being a member of AIMS?

AIMS allows us to aid in the education of industry professionals, ranging from designers and engineers to ride maintenance staff, on the importance of proper construction and maintenance of ride safety padding. Perhaps AIMS most significant benefit is keeping us updated on the ever-changing regulations and requirements of the amusement industry. We share the ultimate common goal: keep park patrons and their staff safe.

Please tell us about a favorite memory, story, or special experience from the AIMS safety seminar?

My favorite memory stems from the first class I taught in accordance with our outside sales representative, Roger Berry. We were trying to demonstrate the difference in densities associated with certain foam systems by bouncing a golf ball off of small square blocks to illustrate shock absorption. That simulation made its way to the bar that evening, and my golf ball ended up being confiscated, leaving me scrambling to find another one early the next morning prior to that day's class!

Space for this AIMS page is provided courtesy of *Amusement Today* as a corporate partner of AIMS Intl. Content is provided by *AT* & AIMS. Please direct comments to info@aimsintl.org

AIMS INTERNATIONAL *Safety is our business*
AMUSEMENT INDUSTRY MANUFACTURERS AND SUPPLIERS INTERNATIONAL

DON'T MISS OUT ON THE INDUSTRY'S
TOP SAFETY SEMINAR!
WITH OVER 300 CLASSES
THERE IS SOMETHING FOR EVERYONE

2015 AIMS INTERNATIONAL ORLANDO SAFETY SEMINAR

AIMS SAFETY SEMINAR
AND CERTIFICATION PROGRAM
JANUARY 11–16, 2015
ORLANDO, FLORIDA
DOUBLETREE BY HILTON ORLANDO AT SEAWORLD
REGISTRATION FEE: $595 PER STUDENT

INFORMATION: CALL (714) 425-5747 WEBSITE: WWW.AIMSINTL.ORG

Zamperla wins court ruling against two China firms

ORLANDO, Fla. — Antonio Zamperla SpA of Vicenza, Italy and Zamperla Inc. of Boonton, N.J., U.S.A. announce that the ride company has successfully prevailed in separate lawsuits against two manufacturers of amusement rides.

The suits asserted that Beijing Shibaolai Amusement Equipment Co., Ltd and Zhongshan Golden Dragon Amusement Equipment Company Co., Ltd, both of China, wrongfully engaged in unfair competition and patent infringement in violation of United States Federal law, and deceptive trade practices under Florida law. The United States District Court of the Middle District of Florida (Orlando Division) entered permanent injunctions against both China companies which forbid them from selling or attempting to sell counterfeits, copies, or confusingly similar rides to Zamperla's Disk'O, Moto Coaster, Power Surge, Rockin' Tug and Jump Around amusement rides.

Commenting on the court ruling, Zamperla SpA's President and owner Alberto Zamperla told *Amusement Today* said, "We invest a great deal of time, money and creativity in order to visualize, engineer and bring to market beautiful, innovative, safe and thrilling rides. We will not and cannot tolerate other companies infringing on our works. We are pleased to have resolved these lawsuits and we will continue to protect our company and the public from rides which appear to be Zamperla equipment, but which were not engineered or manufactured to our standards."

Thomas Sheehan, The Sheehan Firm PC in Cary, Ill, was Zamperla's legal counsel in these two cases.

Picsolve announces appointment of Don Potts as COO in North America

LONDON, England — Picsolve, a leading image capture partner for the leisure and entertainment industry, has appointed Don Potts as chief operating officer for North America.

Potts brings with him a wealth of experience in the leisure industry. He was part of the opening team at Universal Studios Florida where he worked for 12 years and ultimately was senior vice president of Operations.

During his 25 years in the leisure industry, Potts has held positions as vice president of Operations at Aramark Parks and Destinations and vice president and general manager at Orange Lake Resorts.

Picsolve CEO, Jeff Kelisky, says "I am very excited that Don has joined us to lead our operations in North America. We were first to identify the path to realizing the much larger potential in photography for our leisure and entertainment customers by recognizing the step change needed in a coordinated approach across both Retail and Online. Key to realizing this potential is a team of experienced leaders and Don has a first class track record in delivering results in the industry. Our customers and their guests are at the heart of what we do and Don's depth of experience and track record across leisure and hospitality will help us deliver on our vision."

Innovative digital growth strategy

In November 2013, Picsolve announced a further $13 million investment from owners Moonray Investments, the proprietary investment arm of FIL Limited. The investment has accelerated Picsolve's innovative digital growth strategy, which is set to revolutionize the industry by delivering best in class retail experiences and by pioneering product development in both print and digital.

Potts is looking forward to his new role with Picsolve commenting: "I'm delighted to be joining Picsolve at what is such an exciting time for the company. Having spent my entire working life in the leisure and entertainment industry, I feel fortunate now to be in the business of capturing those experiences for guests to share for a lifetime."

MARKETWATCH

COMPANY	SYMBOL	MARKET	PRICE 7/11/14	HIGH 52-Week	LOW 52-Week
Apollo Global Management (Great Wolf Resorts)	APO	NYSE	25.62	36.51	24.06
The Blackstone Group	BX	NYSE	32.27	35.38	21.30
Merlin Entertainments Group/ Legoland	MERL	LSE	346.70	352.90	3.20
Cedar Fair, L.P.	FUN	NYSE	50.11	55.76	41.82
Comcast Corp./ NBCUniversal Media	CMCSA	NASDAQ	54.55	55.28	41.06
	CMCSK	NASDAQ	54.23	54.62	39.73
The Walt Disney Company	DIS	NYSE	86.89	87.61	60.41
Fuji Kyoko Co., Ltd.	9010	TYO	1174.00	1213.00	716.00
Haicahang Holdings Ltd.	2255HK	SEHK	1.19	2.27	1.15
Leofoo Development Co.	TW:2705	TSEC	12.80	14.30	11.15
MGM Resorts International	MGM	NYSE	25.55	28.75	15.21
SeaWorld Entertainment, Inc.	SEAS	NYSE	28.58	39.19	27.48
Shenzhen Overseas Chinese Town Co., Ltd. (OCT)	000069	SZSE	4.74	6.49	4.30
Six Flags Entertainment Co.	SIX	NYSE	41.76	43.19	31.86
Tivoli A/S	DK:TIV	CSE	3110.00	3205.00	2880.00
Village Roadshow	VRL	ASX	7.51	8.44	5.37

STOCK PRICES ABOVE ARE GENERALLY QUOTED IN THE FOREIGN CURRENCY IN WHICH THE COMPANY IS LOCATED

Worldwide Markets: ASX, Australian Securities Exchange; **CSE**, Copenhagen Stock Exchange; **LSE**, London Stock Exchange; **NYSE**, New York Stock Exchange; **NASDAQ**, National Association of Securities Dealers Automated Quotations; **SEHK**, Hong Kong Stock Exchange; **SZSE**, Shenzhen Stock Exchange; **TSEC**, Taiwan Stock Excange, Corp.; **TYO/TSE**, Tokyo Stock Exchange

—SOURCES: Bloomberg.com; Wall Street Journal

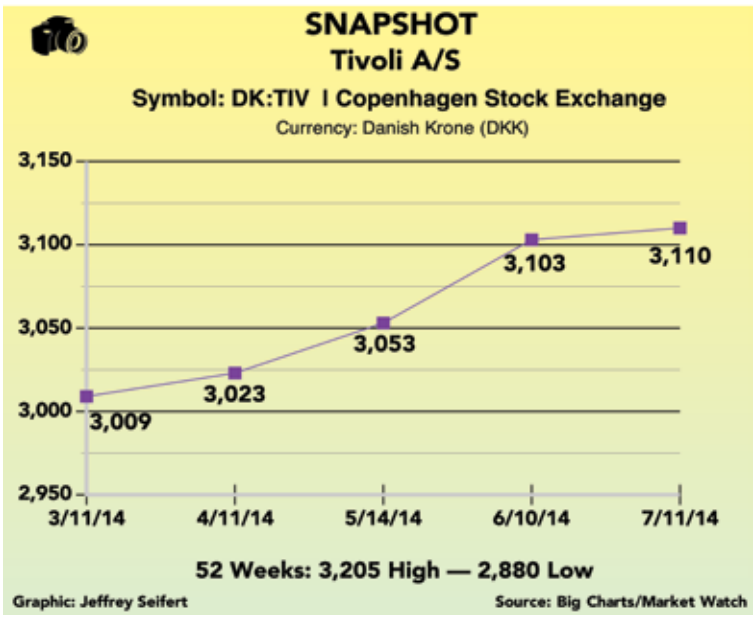
DIESEL PRICES

Region (U.S.)	As of 07/07/14	Change from 1 year ago
East Coast	$3.978	$0.147
Midwest	$3.862	$0.041
Gulf Coast	$3.802	$0.049
Mountain	$3.909	$0.098
West Coast	$3.985	$0.121
California	$4.135	$0.109

CURRENCY

On 07/11/14 $1 USD =

0.7339	EURO
0.5835	GBP (British Pound)
101.41	JPY (Japanese Yen)
0.8915	CHF (Swiss Franc)
1.0647	AUD (Australian Dollar)
1.0656	CAD (Canadian Dollar)



BUSINESS WATCH

Six Flags branded theme parks to open in China

Six Flags Entertainment Corporation, a regional theme park company based in Grand Prairie, Texas, and **Riverside Investment Group Co. Ltd.**, a leading real estate developer in China, announced on June 23 a new strategic partnership to build multiple Six Flags-branded theme parks in China over the next decade.

"Our international expansion strategy is focused on finding the right partners in the right markets, and Riverside Investment Group will be the perfect strategic partner for us in China," said **Jim Reid-Anderson**, Chairman, President and CEO of Six Flags Entertainment. "We are honored to be working with this world-class organization as we continue taking the Six Flags brand to growing markets outside North America."

"We are honored to enter this strategic relationship with Six Flags and expand the entertainment offerings in China," said Chairman **Li Zhe** of Riverside Investment Group. "We are confident this world-class brand and unique form of entertainment will attract millions of guests to our parks."

Terms of the arrangement were not disclosed.

Six Flags previously announced partnership plans with Meraas Leisure and Entertainment LLC to build a theme park in Jebel Ali, Dubai by late 2017.

Discovery Cove gains TripAdvisor certificate

Discovery Cove in Orlando, Fla. was recently awarded the **Trip- Advisor Certificate of Excellence**. This accolade recognizes superior service and is only given to establishments that consistently achieve outstanding traveler reviews on TripAdvisor. Discovery Cove received the top ratings based on a variety of factors, including awe-inspiring, up-close animal encounters, all-inclusive offerings, a lush, tropical atmosphere and exceptional guest service.

"Winning the TripAdvisor Certificate of Excellence confirms what we know to be true: Discovery Cove delivers an extraordinary, immersive experience." said **Stewart Clark**, vice president of Discovery Cove. "Our guests are inspired to talk about their day, and TripAdvisor gives them the perfect format to share their experiences. The information that we gain from these guest reviews allows us to continuously improve and deliver the best possible guest service."

Thinkwell opens offices in China and UAE

Thinkwell Group, a leading design and production agency based in Burbank, Calif., recently announced the opening of its new offices in both Beijing, China and Abu Dhabi, UAE. More than 50 percent of Thinkwell's current projects are international, in countries including China, Singapore, Japan, Abu Dhabi, Dubai, England and France. These new offices will help to better serve their growing numbers of clients around the world.

Thinkwell has appointed **Ryan Kester** to spearhead the new Chinese office. As a Project Director, and more than 10 years of construction experience in China, Kester brings invaluable support to Thinkwell's many clients in the country wanting to build Thinkwell's innovative parks, attractions, museums, exhibits and shows.

Thinkwell also announced the recent appointments of former Project Manager **Tyler Thornberg** to Director, Business Development in the Burbank office and former Project Manager **Amin Rashmani** to Director, Business Development in the Abu Dhabi office.

Quick Hits...

•The **Space Shuttle Atlantis**, currently displayed at the **Kennedy Space Center** in Cape Canaveral, Fla., was awarded this year's top Muse Award in the multimedia installations category by the **American Alliance of Museums**.

The award recognizes outstanding achievements in gallery, library, archive and museum media that enhances guest experiences and engages audiences. The Space Shuttle Atlantis attraction tells the 30-year story of the shuttle program. Atlantis was the last of the space shuttles to fly in space.

The attraction features more than 60 exhibits, including the ability for guests to get a close-up look at Atlantis.

•Construction of **Adventure City's** (Buena Park, Calif.) new **Gerstaluer** coaster is on hold during the remainder of the summer season due to noise and dust that the park's gusts would be subject too. The park plans to resume construction on the roller coaster after Labor Day weekend when the park goes to weekend operation only.

• **Gateway Ticketing Systems** (Boyertown, Pa.) announced that when the **Royal Gorge Bridge and Park** re-opened this summer it is using Gateway's flagship Galaxy product suite for ticketing, retail, food and beverage and access control. The park began looking for a new ticketing and access control provider while "starting over" after the devastating Royal Gorge Fire swept through the park last summer, destroying 48 of the park's 52 buildings. The park's namesake bridge and breathtaking Skycoaster were untouched by the fire. the park now features a new visitor's center to welcome the more than 300,000 guests to visit the park annually.

FastTrack

COMPILED: Scott Rutherford,
srutherford@amusementtoday.com

Dollywood's new-for-2014 **FireChaser Express** family steel coaster is being commemorated with a special flavor of **Mayfield Ice Cream, FireChaser Express Crunchy Caramel Pretzel**. The tasty treat features colorful artwork of FireChaser Express blasting in to action in Dollywood's Wilderness Pass. Consumers may purchase FireChaser Express Crunchy Caramel Pretzel at Food City, Food Lion, IGA, Ingles, Kroger, Piggly Wiggly, Publix and Wal-Mart locations in Tennessee, Kentucky, Virginia, Georgia, Alabama, North Carolina and South Carolina.

•

SeaWorld Parks & Entertainment has debuted the first refillable plastic cup made from plant-based materials. Now available in all **SeaWorld** and **Busch Gardens** parks across the U.S., the reusable, 100-percent recyclable plastic cup is manufactured using proprietary PlantBottle packaging technology from the company's beverage partner, Coca-Cola.

•

Disneyland Paris recently welcomed **Fleur Pellerin**, Secretary of Commerce, of Tourism Promotion and of the French abroad, to celebrate the opening to the public of **Ratatouille: L'Aventure Totalement Toquée de Rémy**. This inauguration was an opportunity to pay tribute to the appeal that France has with Disneyland Paris.

•

Asian theme park ticketing and IT contractor **Galasys** is to change the name of its wholly owned subsidiary **Green Laser Technology** to **Galasys GLT**. GLT designs and sells self-service kiosks and ticketing machines, and it was acquired by Galasys last year. The idea is that GLT gives Galasys greater control over the design and supply chain, while creating the opportunity to increase revenues from hardware sales and system integration.

•

Indonesian property developer **MNC Land**, owned by tycoon **Hary Tanoesoedibjo**, is set to develop a mega resort with golf courses in Sukabumi, West Java. The project might entail about U.S. $2 billion to $3 billion in long-term investments. Tanoesoedibjo, CEO for diversified holding company the MNC Group, said his property business line would commence construction of the Lido resort and golf course project in August 2014.

•

Massachusett's **New Bedford Oceanarium Corporation**, operating as the **Ocean Explorium**, and the **Buttonwood Park Zoological Society**, recently announced plans to conduct a study to determine the feasibility of incorporating the programs and exhibit concepts of the Ocean Explorium into the operations at the Buttonwood Park Zoo. The goal of the study is to develop a plan to increase the effectiveness and efficiencies of operations that will build on the strengths of both organizations to provide exciting, innovative, excellent informal education.

•

Ohio's **Newport Aquarium** was named one of the 12 best aquariums in the United States by *Destinations Travel* Magazine. The aquarium has over 70 sprawling exhibits and 14 galleries, all placed within over a million gallons of water, showcasing thousands of animals from around the world. Jellyfish Gallery, Gator Alley, Kroger Penguin Palooza and the Danger and Deadly exhibits received specific mention in the feature.

•

For the third consecutive year, **Auckland Zoo** has attracted a record number of visitors. From July 1, 2013 to June 30, 2014 the zoo welcomed more than 717,000 local and overseas people through its gates and achieved an overall visitor satisfaction rating of 95 percent. Zoo volunteers also had yet another record-breaking year, with a 253-strong team contributing over 42,000 hours — an 18 percent increase in volunteer hours. The Discovery and Learning educators were also kept busy by the 60,000 children who enjoyed a school visit to the Zoo, a 20 percent increase.

•

The **Noel Baba Museum** and the ancient city of Myra in the southern province of Antalya's Demre have broken visitor and revenue records for the first half of the year. In June nearly 70,000 people visited the Noel Baba Museum, bringing in more than 700,000 Turkish Liras in revenue. The museum, which is the most popular tourist attraction in the city, was visited by 66,000 people in the same month last year, netting 643,000 liras in earnings. In the first half of the year, the museum received 219,000 visitors and made nearly 2.5 million liras in revenues.

•

Gateway Ticketing Systems will hold its fourth annual **European User Group Meeting** (Euro UGM) on September 25 and 26, 2014 in Amsterdam at the Renaissance Amsterdam Hotel. The event has been strategically planned to follow straight on from the **IAAPA Euro Attractions Show** and will cover topics such as Guest-Centric Approaches to Membership, Best Practices for Fraud Prevention, and Virtualization, Enterprise Management and Galaxy. Looking at current trends in Galaxy usage, there is a focus on sharing knowledge and best practice through discussion formats.

•

To commemorate **Gregory Long's** 25 years as head of the **New York Botanical Garden** in the Bronx, the nonprofit's board set out to raise $25 million fund in his honor and surpassed the goal by $3 million. The $28 million gift was recently announced at a fundraiser for the Bronx institution.

•

The first high-tech theme park to open in the Beijing-Tianjin-Hebei region, **Fantawild Adventure Tianjin**, recently debuted. Blending modern technology, traditional rides and spectacular attractions, the park is located in the Binghai New Area of Tianjin. Aiming at dazzling visitors with high-end technology techniques, the park is placing an emphasis on interactions between visitors and its various attractions

•

The **Alice In Wonderland** ride at **Disneyland** has reopened with new effects and a new figures while keeping the charm of the original ride completely intact.

PEOPLE WATCH

Bob's Space Racers adds to sales team

Malinowski

Industry veteran **Ron Malinowski** will return to the amusement sector after several years facilitating the Gaming VLT market in Illinois. Ron who has lead various sales and operating teams while at **Sega, Capcom** and as well as managing arcade operations at **Aladdin's Castle** at **Bally's** will now join the sales & management team at **Bob's Space Racers** (BSR) based in Daytona Beach, Fla.

Working under the direction of BSR President Jack Cook, Ron will work in various capacities with BSR's current North American distributor network. With Ron's addition, BSR will focus on customer opportunities in the FEC market utilizing BSR's extensive line of games from both Redemption and Amusement Park lines. Ron will assist in all areas of business development in our North American market with focus on sales, new markets, and game development.

NRH2O liefguard wins Ellis award

On June 29, 2014, at NRH2O water park in North Richland Hills, Texas, park lifeguard **Bobby Powell** received the Golden Guard award from **Jeff Ellis & Associates, Inc.**, the nation's leading organization in aquatic training and safety management. According to E&A, golden guards are perfect guards who exhibit exemplary actions, eliciting a "Wow!" response from auditors.

Powell describes his own award-winning behavior as a daily routine. He remarks, "I started visiting the park before I started school, so I love swimming. I looked forward to getting to work here and interact with the guests." Clearly showing maturity and dedication, Powell maintains safety regulations while adding family-friendly flair through his guest interaction.

Paul Couch joins Gary Musick Productions

Couch

NASHVILLE, Tenn. — **Gary Musick Productions, Inc.**, (GMP) a Nashville-based entertainment, scenic and special event production company, is expanding its management team with the addition of **Paul T. Couch** as vice president of Production Services. Couch joins the company after serving as director of entertainment since 2003 for theme park giant Dollywood. The addition of Couch is expected to significantly enhance Gary Musick Productions' growth in corporate event production, theatrical show creation, and cruise ship entertainment.

Couch's accomplishments at Dollywood include 20 Brass Ring Awards from the International Association of Amusement Parks and Attractions for outstanding entertainment production, amassing more awards than any other theme park or attraction worldwide. In addition, the park garnered *Amusement Today's* Golden Ticket Award for Best Shows for five consecutive years (2009-2013). As director of entertainment, Couch pioneered the use of cutting-edge production technology to create innovative shows such as 2013's hologram-based original adaptation of A Christmas Carol. The show is the centerpiece of Dollywood's seven-show entertainment lineup during the park's Smoky Mountain Christmas festival, a six-time Golden Ticket Award winner for Best Christmas Event.

He also has extensive experience in creating and managing special events and themed festivals as well as international entertainment events. Couch has also worked closely with Dolly Parton and her production company on the creation of feature films, television shows and special entertainment events related to the theme park, including co-writing the shows Sha-Kon-O-Hey!—Land of Blue Smoke, A Christmas Carol and My People with the entertainment icon. Couch's entertainment productions contributed to Dollywood receiving the highly coveted Applause Award, the theme park industry's highest accolade, in 2010.

According to Gary Musick, president and CEO of Gary Musick Productions, Inc. and Gary Musick Scenic, Inc. said: "Paul Couch will be a significant addition to our growing company. We are incredibly enthusiastic about the depth of experience and creativity he brings to our clients, as well as the opportunity for GMP to expand into new areas of entertainment and event production under his leadership."

Around our industry...

• **Knoebels Amusement Resort** president **Richard "Dick" Knoebel** was honored by the **Marine Corps Scholarship Foundation** for his service to country and corps at the organization's 39th Annual Philadelphia Celebratory Ball. The 2014 Philadelphia Campaign alone raised a grand total of $709,774 for scholarships.

Knoebel joined the Marine Corps in March 1962 and was commissioned as a second lieutenant. He was trained as an aircraft maintenance officer, and served with the 2nd Marine Air Wing in North Carolina and 1st Marine Air Wing in Iwakuni, Japan. He returned to civilian life in 1965 at which point he joined the family business. As current president, he oversees all building and maintenance functions at the Knoebels Amusement Resort.

OBITUARY

Canobie Lake Park's Rita Ulaky passes away

WINDHAM, N.H. — **Rita Ulaky**, the matriarch of one of the three families that have owned and operated Canobie Lake Park since 1958, passed away at her home on June 17, 2014.

Rita was born in New York City in May of 1921. Her parents lived in Cliffside Park, New Jersey, where Irving Rosenthal owned Palisades Park. Rita's father Philip Mazzocchi and mother Caterina Mazzocchi owned and operated the main penny arcade at Palisades Park, and another arcade at South Beach, Staten Island. There is a picture of Rita's father in the book "Palisades Park, a Century of Fond Memories" by Vince Gargiulo. While working the arcade in Staten Island that Rita met her future husband, Kasmir Ulaky. They spent their summers in Staten Island, and winters in Cliffside Park.

In the 1950's, Rita and Kasmir also owned and operated kiddie rides at Dietch's Kiddie Zoo in Fairlawn, New Jersey, and a skee-ball concession at South Beach on Staten Island. Rita's sister Stella Captell and her husband Claude "Lou" Captell had rides and an arcade at Norumbega Park in Newton, Massachussets. In 1958, The Ulaky family and the Captell family joined up with the Berni family of Cliffside Park New Jersey to acquire Canobie Lake Park in Salem, New Hampshire. Rita and Kasmir moved to New Hampshire to raise their family and operate Canobie Lake Park. They often spent time in Miami, Florida during winter months.

Rita and her husband Kasmir invested all their life savings to acquire Canobie Lake Park. The park was in very poor condition at the time, with dirt midways, old buildings, and very few rides. But over the decades, they managed to turn Canobie Lake Park into one of the finest traditional amusement parks in the country.

Rita worked at Canobie Lake Park as the payroll director and financial accounting and records director for nearly 50 years. Her husband handled all the advertising, marketing and promotions, and group sales. Kasmir passed away in 2006.

Rita was a dynamic and energetic business woman throughout six decades, yet managed to lovingly raise her two children. She had a flair for style and fashion. Rita was well-liked by everyone she met, and had many fascinating life stories to share. She will be dearly missed by all who knew her.

Ed Hodgdon, marketing manager for Funtown Slpashtown USA and secretary for the New England Association of Amusement Parks & Attractions (NEAAPA) told *Amusement Today*, "Rita Ulaky, with her late husband Kasmir, were inducted into the NEAAPA Hall of Fame in 2004. The Ulaky, Berni and Captell families have worked tirelessly to build up Canobie Lake Park into a destination point for families across New England."

Rita is survived by her son Wayne Ulaky and his wife Lynne and daughter, Christine Ulaky and her two grandchildren Kaz and Katrina Ulaky all of Windham, N.H. Rita was predeceased by her siblings, Dr. Bart "Al" Massey, George Mazzocchi, Marie Benzoni, and Stella Captell.

Memorial donations may be made in Rita's name to The New Hampshire Catholic Charities at www.nhcc.org.

NORTON AUCTIONEERS
THE INDUSTRY EXPERTS!
Professional Auctioneers & Appraisers
Carnivals • Parks • Carousels
FEC's • Museums • Tourist Attractions
P.O. Box 279, Coldwater, MI 49036
517-279-9063
Fax: 517-279-4899
www.nortonauctioneers.com
E-mail: Dan@nortonauctioneers.com

CLASSIFIEDS

FOR SALE

RIDES 4U
Supplying Amusements New to Used

Chance Sea Dragon T/M..... $149,000
Moser Top Spin T/M..... $449,000
Zamperla Mini Jet 10 Sweep P/M..... $19,000
Zamperla Swing 20 P/M $14,900
Zamperla Fire Chief T/M..... $99,000
S & S Frog Hopper T/M..... $59,000
Zamperla Family Coaster T/M..... $79,000
Chance Pharaohs Fury T/M Completely Rebuilt $695,000
Moser Flipping Action Arm P/M..... $169,000
Tivoli Remix T/M $425,000
Zamperla Truck Stop T/M..... $24,000

Call Len or John
(908) 526-8009
FAX: (908) 526-4535

LOOPING COASTER

Launch Loop Shuttle Coaster
Arrow Dynamics all steel with
G-Force 4, 56' high x 635' long
Built in 1977, excellent condition in
Indiana. $100,000
For photos and details:
ralph@vestil.com
22 Other Rides

FOR SALE

FOR SALE
Paratrooper
$21,000
Indiana Location
ralph@vestil.com

OTHER RIDES AVAILABLE

FOR SALE
Reverchon Flume II – Excellent condition, 8 boats, new liner,
5 trailers. $565,000

Call EJ Dean 978-375-2542

OPPORTUNITY

JOIN OUR WAVE OF FUN!

Excellent opportunities available for candidates interested in joining the Landry's Inc family – one of America's largest dining and entertainment companies.

- Rides Maintenance Management
- Rides Operations Management
- Admissions / Guest Relations Management
- Food & Beverage Management
- Retail & Games Management

Positions available at 2 of our exciting amusement properties located just south of Houston, Texas!

GALVESTON ISLAND HISTORIC PLEASURE PIER
pleasurepier.com

KEMAH BOARDWALK
kemahboardwalk.com

For more details on all of our locations please visit landrysinc.com

LANDRY'S
DINING · HOSPITALITY · ENTERTAINMENT · GAMING

Please send resume and cover letter to kgjordan@ldry.com

FOR SALE

FOR SALE
Paratrooper: $21,000
Troika: $65,000
Calypso: $18,000
House of Glass Maze: $1,000
Dual Flume Water Slide: $15,000
Bayern Curve: $19,000

ralph@vestil.com
Angola, Indiana

FOR SALE
Gas J&J Bumper Boats, (10) well maintained and clean. Complete new motors in 2010, licensed and inspected in 2013. Priced to sell at $750 each or complete w/ $1500 of parts for $5000.00. Ohio
(440) 466-8650
woodygotl@roadrunner.com

Amusement TODAY Your Amusement Industry NEWS Leader

OPPORTUNITY

SMOKEY MOUNTAIN AMUSEMENTS INC. Needs Ride Help In All Departments:
Ride Superintendent - For Green Unit.
Electrician - For Green Unit.

Contact:
Brian (Beaver) Bitner
(919) 272-5627
Billy Clark
(863) 738-1689

WHITEWATER 10 YEAR INSPECTIONS
3rd party insurance and safety inspections. California QSI inspections. Former Disney Safety Manager. Amusement and waterparks.

www.safetycertify.com
(916) 772-2698

ZAMPERLA®

The Amusement Rides Company

AIR RACE

WATERMANIA

MOTOCOASTER

www.zamperla.com

Antonio Zamperla Spa Vicenza - Italy Phone: +39 0444 998400 e-mail: zamperla@zamperla.it